

BUREAU OF FAMILY HEALTH COMMUNICATIONS DATA REPORT 2019

**Includes information about
the Helpline, Websites*, and
Social Media (1994 – 2019)**

**Includes LouisianaWIC.org (2018 – 2019) stats*



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Executive Summary

Program Information

In 1991, the federal Title V Maternal and Child (MCH) Health block grant mandated that all state recipients provide a helpline to connect pregnant women and new moms to resources to help reduce infant mortality. With that mandate, the Partners for Healthy Babies (PHB) campaign and helpline were “born” in 1993 as a cooperative effort between the MCH program and the Women, Infants, and Children (WIC) program of the Office of Public Health. This campaign connected women and their families to information and resources in Louisiana via a toll-free helpline: 1-800-251-BABY (2229). The website PartnersForHealthyBabies.org was added to the campaign in 2004, and Facebook and Twitter pages were added in 2009.

The Title V block grant is awarded to the Louisiana Department of Health – Office of Public Health – Bureau of Family Health (BFH). BFH grew significantly from 2013 to 2017, as new programs were added to BFH’s purview, and existing programs restructured. As BFH grew, so did its web presence. There are now several topic-specific “mini-websites” that cover safe sleep, reproductive health, hospital support for breastfeeding, health and safety training for childcare centers, and early child development. In addition to the mini-websites, BFH launched PartnersForFamilyHealth.org in 2017 to fulfill the emerging need to have a singular web presence that organizes all the programs and services of BFH. BFH also coordinated with WIC on a rebranding project that culminated in a new WIC website, LouisianaWIC.org, which launched in 2018.

Annual Report Objectives

The annual BFH Communications Data report compiles trends, quality indicators, and usage data for the PHB helpline, BFH’s family of websites, the WIC website, and BFH’s social media accounts. It identifies changes over time in how target audiences interact with BFH and WIC resources via the helpline, websites, and social media, and helps guide the future campaign directions.

Data Highlights: Partners for Healthy Babies Helpline

- Helpline calls have been on a downward trend since 2013. The trend continued in 2019 with 1,495 total calls, which represents fewer calls than the five-year average.
- WIC remains the most frequent reason for calling the helpline, followed by questions regarding prenatal care and unplanned pregnancies.
- 76% of callers learned of the helpline from the internet. The internet has been the main method callers hear about the helpline since 2012.

Data Highlights: Websites

- The number of visits to PartnersForFamilyHealth.org more than tripled between 2019 and 2018, due to multiple ad campaigns that ran.
- The number of users to TheGiftLA.org almost increased twofold..

Data Highlights: Social Media

- Of the top five Facebook posts by reach, two of the posts were about breastfeeding.
- Of the top five Twitter posts by reach, two of the posts focused on topics related to people of color.

Executive Summary

Future Plans

In 2020, the three overarching priorities for these campaigns are to (1) continue to promote the BFH websites and PHB helpline (2) conduct continuous quality improvement efforts for these campaigns; and (3) find innovative ways to better engage target audiences. As such, projects in 2020 include (1) developing a new social media plan to better engage our target audience and evaluate our social media performance (2) ensuring that all websites have performance targets that align with program/campaign goals (3) developing better content maintenance strategies for all websites, and (4) streamlining our digital content across all websites and social media, including the content BFH maintains on the Louisiana Department of Health website, ldh.la.gov.

Acknowledgements

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Introduction

The data in this report describe the reach of the PHB helpline, the BFH and WIC websites, and BFH social media to our target audiences (parents and families, providers and partners, and women and men).

In 2019, we focused on maintaining and enhancing BFH and WIC’s web presence. Projects included the following:

Enhancements

- Created a widget for PartnersForFamilyHealth.org (PFH) that can be customized and added to other websites for quick and easy access to Bureau of Family Health resources, data and program information.

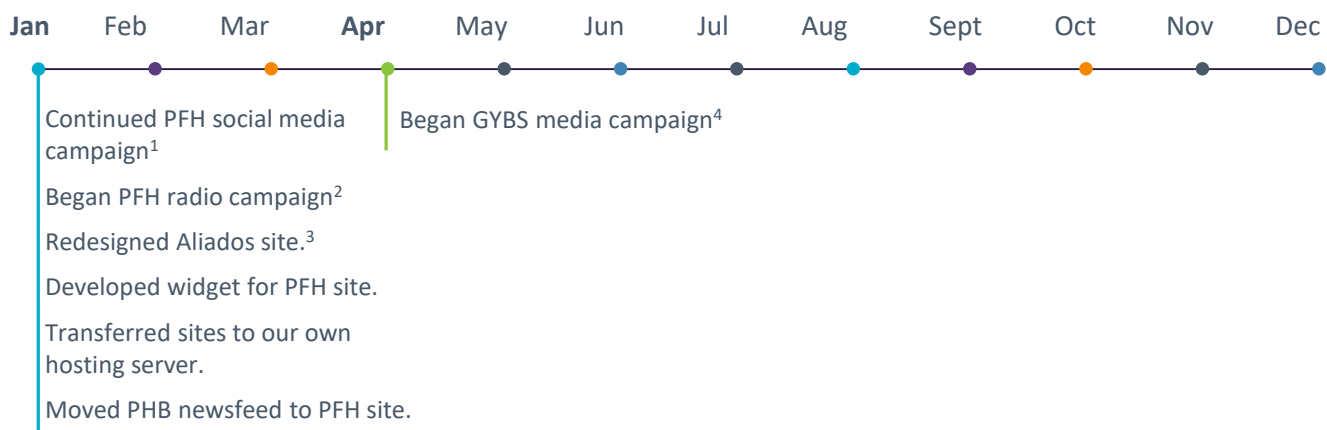
Maintenance and Changes

- Dissolved and redesigned the Aliados Para Bebes Sanos website (AliadosParaBebesSanos.org). This website was originally a Spanish-language version of PartnersForHealthyBabies.org with information and resources targeting Spanish speakers. BFH did not have the capacity to maintain an independent Spanish-language website, so Aliados Para Bebes Sanos content was consolidated and added to a single page on the Partners for Family Health website. The original URL now redirects to PartnersforFamilyHealth.org/aliados-para-bebes-sanos, a page with tips to help Spanish-speaking families find and access medical care, and information about safe sleep, breastfeeding, and more.
- Transferred all websites to a BFH-owned hosting server (previously housed on a contractor-owned server).
- Moved the newsfeed that lived on PartnersForHealthyBabies.org (PHB) to PartnersForFamilyHealth.org. This move represents an acknowledgement of the fact that BFH’s work now focuses on many additional topic areas beyond healthy pregnancies, infant care, and parenting during early childhood. BFH and news from BFH partners needed to be housed on a website that reflects this expansion. The “news” menu item on the Partners for Healthy Babies website currently links to PartnersForHealthyBabies.org.

Promotions

- Ran a digital ad campaign promoting GiveYourBabySpace.org (GYBS), BFH’s safe sleep website, on Facebook.
- Ran two media campaigns promoting PartnersForFamilyHealth.org; one campaign ran on radio and Pandora, and the other campaign ran on Facebook, Twitter, and Google Ads.

2019 Highlights Timeline



1. PartnersForFamilyHealth.org – ad campaign ran on Facebook and Twitter (12/27/2018 - 1/24/2019)
2. PartnersForFamilyHealth.org – ad campaign ran on radio and Pandora (1/15 - 3/31/2019)
3. AliadosParaBebesSanos.org – dissolved website, redirect URL to a new page on PFH site
4. GiveYourBabySpace.org – ad campaign ran on Facebook (4/1 - 10/31/2019)

An abstract graphic composed of several thick, curved lines in various colors: dark blue, light blue, green, orange, and purple. These lines sweep across the page, creating a sense of movement and energy. They appear to be part of a larger, stylized shape that is partially cut off by the edges of the frame.

HELPLINE DATA

(1994 – 2019)

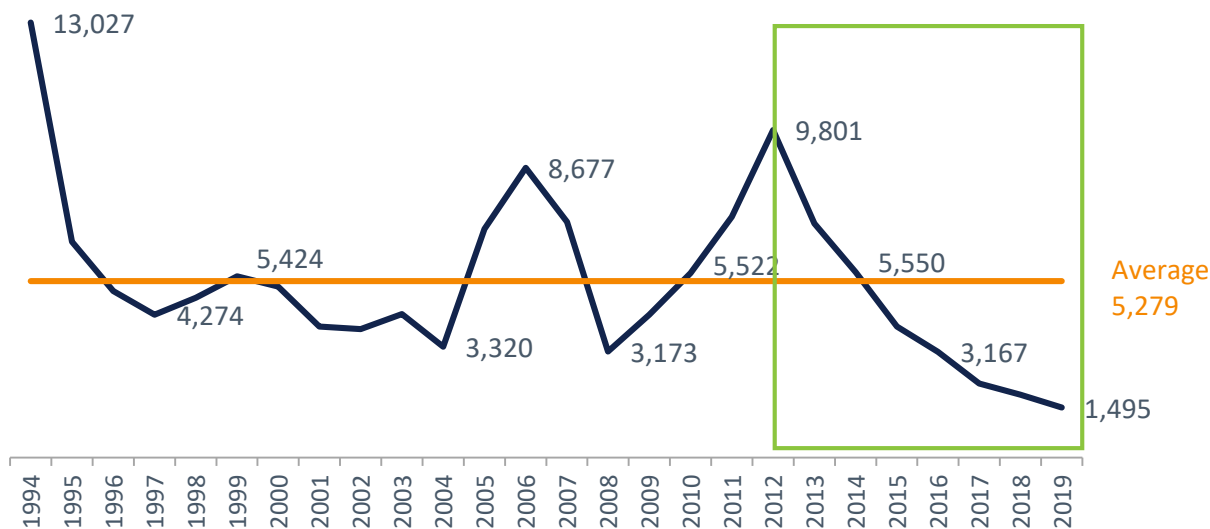
Helpline Data

The *Partners for Healthy Babies* helpline, 1-800-251-BABY (2229), was created in 1993, as mandated by the Maternal and Child Health Services Title V Block Grant. Since 2005, Partners for Healthy Babies has contracted with the American Pregnancy Association (APA) to serve as the helpline call center. They provide trained staff to answer calls 24 hours a day, every day, to link Louisiana families to resources and services they need to be healthy and to raise healthy babies. Helpline staff help individuals and families find food assistance, healthcare and immunizations providers, pregnancy testing, general infant care supplies, and more. The helpline is also invaluable during emergency and disaster situations, as they keep track of WIC clinic, Parish Health Unit, and other closures across the state; and connect callers to local, up-to-date disaster assistance resources.

How Many People Call the Helpline?

Since 1993, the Partners for Healthy Babies (PHB) helpline has received 137,242 calls (an average of 5,279 calls per year). The number of callers fluctuates throughout the years. A table listing the number of calls by year and month since inception can be found in Appendix A (Support Table 1A). In 2019, 1,495 people called the helpline, which was down 382 calls from 2018, and below the 5-year average of 2,535 calls per year.

PHB Helpline Calls by Year (1994-2019)



Since 2012, there has been a decline in helpline calls for many reasons:

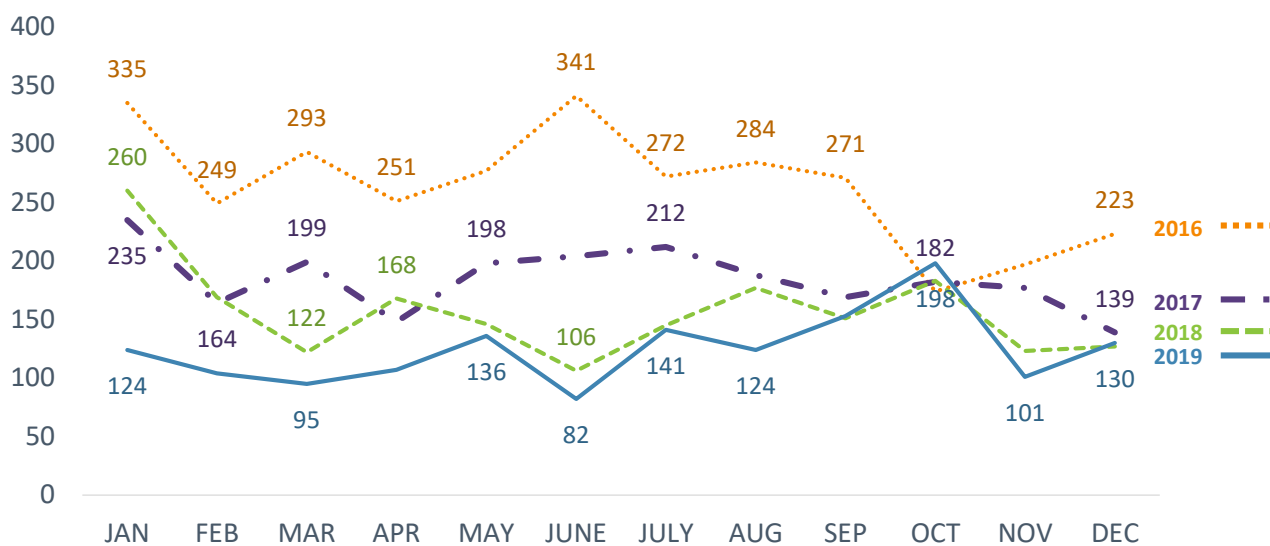
- 2013** — Between 2012 – 2019, **2013** was the *only year* where a campaign ran to specifically promote *only* the helpline.
- 2014** } In **2014 – 2015**, media promotions directed people to the PHB website.
- 2015** }
- 2016** — In **2016**, there was no media budget to promote the helpline & website.
- 2017** } In **2017 & 2018**, an online media campaign directed people to the helpline AND website.*
- 2018** }
- 2019** — In **2019**, there was no media budget to promote the helpline & website.

*As devices allowing internet access become ubiquitous and more accessible to the general population, it is unsurprising to see a shift from away from helpline calls and toward PHB website usage.

Helpline Data

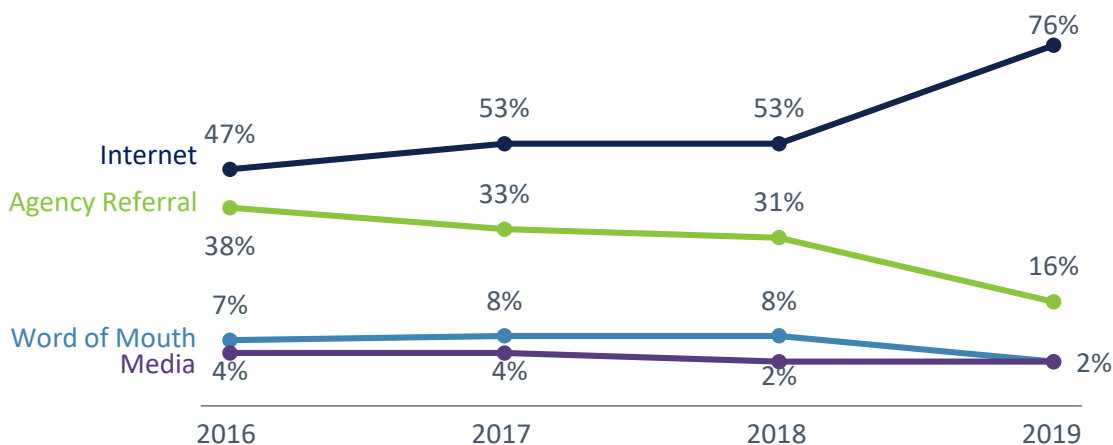
Over the past four years, calls tended to drop after January and rise in May. In October of all four years, there has been an average of about 180 calls; as can be seen on the graph below. A table listing the number of calls by year and month since inception can be found in Appendix A (Support Table 1A). In 2019, there was an average of 125 calls a month.

PHB Helpline Calls by Month (2016-2019)



How Did Callers Say They Heard About the Helpline?

The Internet Continues to be the Main Method Callers Hear about the Helpline (2016-2019)



The graph above shows a breakdown of top referral channels over the past four years. In 2008, the internet surpassed television as the number one channel for callers to hear about the helpline. It has remained the top channel (76% in 2019).

Helpline Data

No ad campaigns ran in 2019 that specifically promoted the helpline or PartnersForHealthyBabies.org. However, there were two ad campaigns that promoted PartnersForFamilyHealth.org, which has a page about PartnersForHealthyBabies.org and the Helpline. This may have contributed to the continued increase in internet referrals.

For the first time, there was a decrease in referrals from all categories except the Internet. Agencies referrals decreased from 31% to 16%, and word of mouth and media both decreased to just 2% of referrals.

Where are Helpline Callers Located?

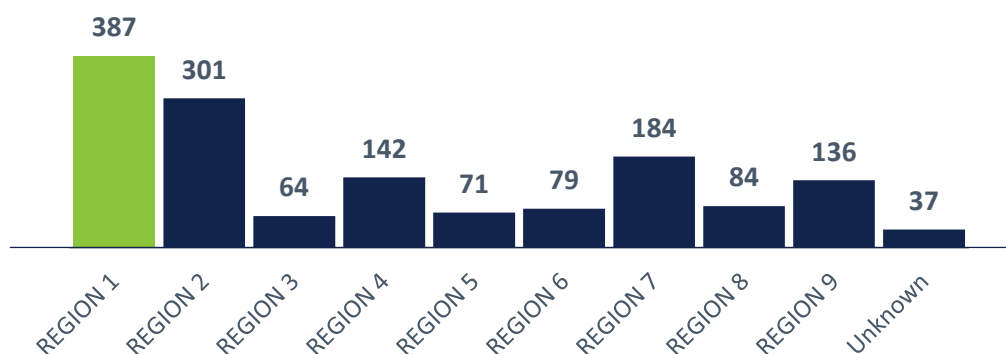


Office of Public Health (OPH) Administrative Regions

- Region 1 – Greater New Orleans Area
- Region 2 – Capital Area
- Region 3 – South Central Louisiana
- Region 4 – Acadiana
- Region 5 – Southwest Louisiana
- Region 6 – Central Louisiana
- Region 7 – Northwest Louisiana
- Region 8 – Northeast Louisiana
- Region 9 – Northshore Area

In 2019, **most calls** to the helpline came from OPH **Regions 1 (26%) and 2 (20%)**, which has been consistent throughout the helpline's existence. This year, the **lowest percentage of calls** came from **Regions 3 (4.3%)**, and Regions 5, 6, and 8 (each close to 5%), which is also consistent with past trends. See above for a map of OPH Administrative Regions.

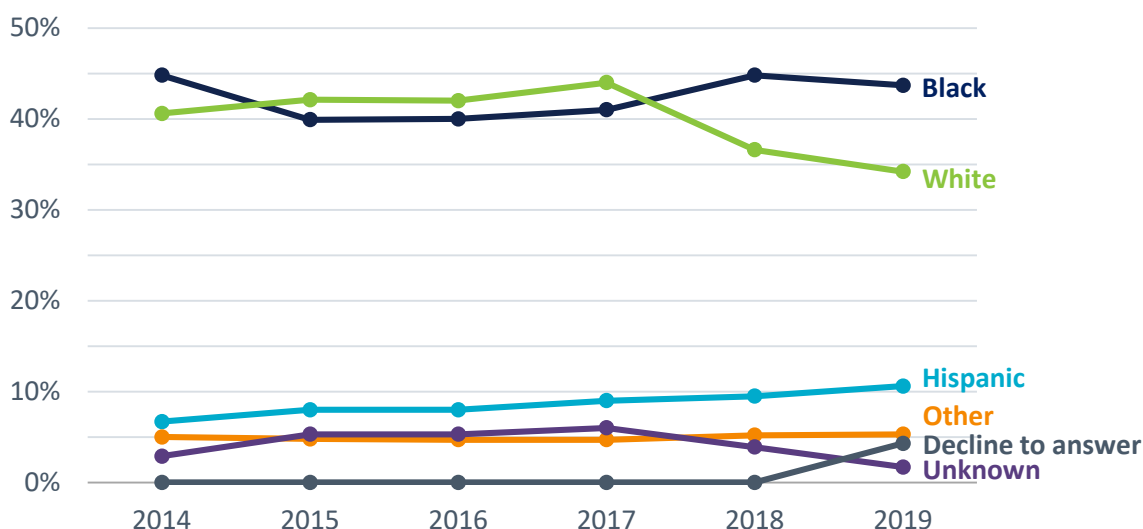
The Greater New Orleans Area (Region 1) Continues to Lead in Number of PHB Helpline Calls (2019)



Helpline Data

What is the Racial Breakdown of Helpline Callers?

Since 2017, as Callers who Identify as **White** Decrease, Callers who Identify as **Black**, **Hispanic**, & **Other** Increase (2019)



Over the years, majority of Helpline callers have either identified as White or Black, with a small subset of callers who identified as Hispanic, Other, or their racial identity was Unknown. A caller's identity may be classified as Unknown if they do not want to identify their race on the call or if helpline staff feels it would be inappropriate to ask for race during the phone call.

Although the number of callers who identify as White and Black has fluctuated throughout the years, the number of callers who identify as Hispanic or Other has steadily increased from 2014 to 2019. In 2019, there was a drop in the number of callers whose race/ethnicity was Unknown. This may be due to the addition of the "decline to answer" category. In 2019, helpline staff began to separately record if callers declined to share their racial background.

What is the Gender Breakdown of Helpline Callers?

Over **9** out of Every 10 Callers to the Helpline are **Female** (2019)

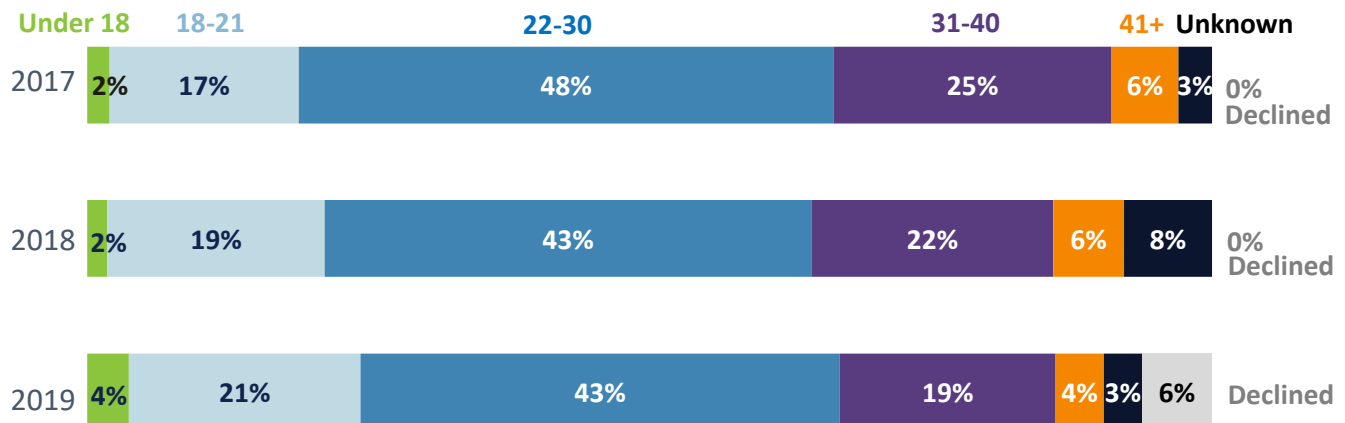


As has been the case since the helpline was established, over 90% of helpline callers are female; with 93% female callers in 2018 and 2019, 95% female callers in 2017, and 94% female callers in 2016 and 2015.

Helpline Data

How Old Are Helpline Callers?

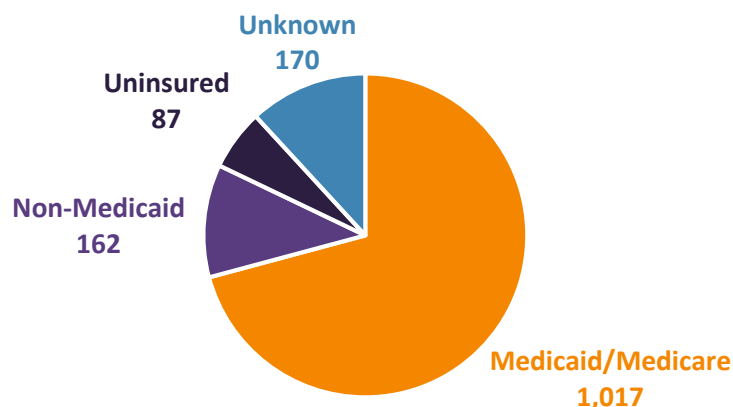
The Majority of PHB Helpline Callers are Ages 22-30 (2017 – 2019)



The age profile of helpline callers has remained consistent since 2006. In 2019, as with all previous years on record, the majority of callers were between the ages of 22 and 30 years old (43%). The second highest percentage of callers were aged 18-21 (21%), followed by callers aged 31-40 (19%), which represents a change from 2018 (there were more callers ages 31-40 than ages 18-21 in 2018). While callers under the age of 18 remained the smallest known age segment, the percentage of callers under the age of 18 doubled in 2019 (4%) from the previous two years (2%). Callers 41 and older decreased by 2% from previous years. Also, in 2019, Helpline staff began to record callers who declined to share their age separately from the “Unknown” category. This new category represented 6% of callers.

How are Helpline Callers Insured?

The Majority of PHB Callers are Medicaid/Medicare Insured (2019)



Beginning in September 2016, the helpline began to gather information on callers’ insurance status. Callers’ insurance was categorized as Medicaid/Medicare, Non-Medicaid, Uninsured, and Unknown. In 2019, more than half of helpline callers had Medicaid/Medicare insurance; which is consistent with 2017 and 2018.

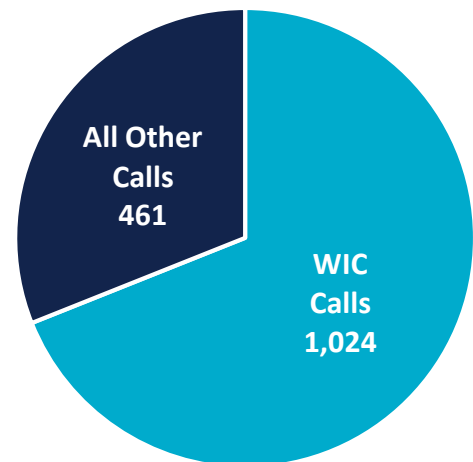
Helpline Data

Why Do People Call the Helpline?

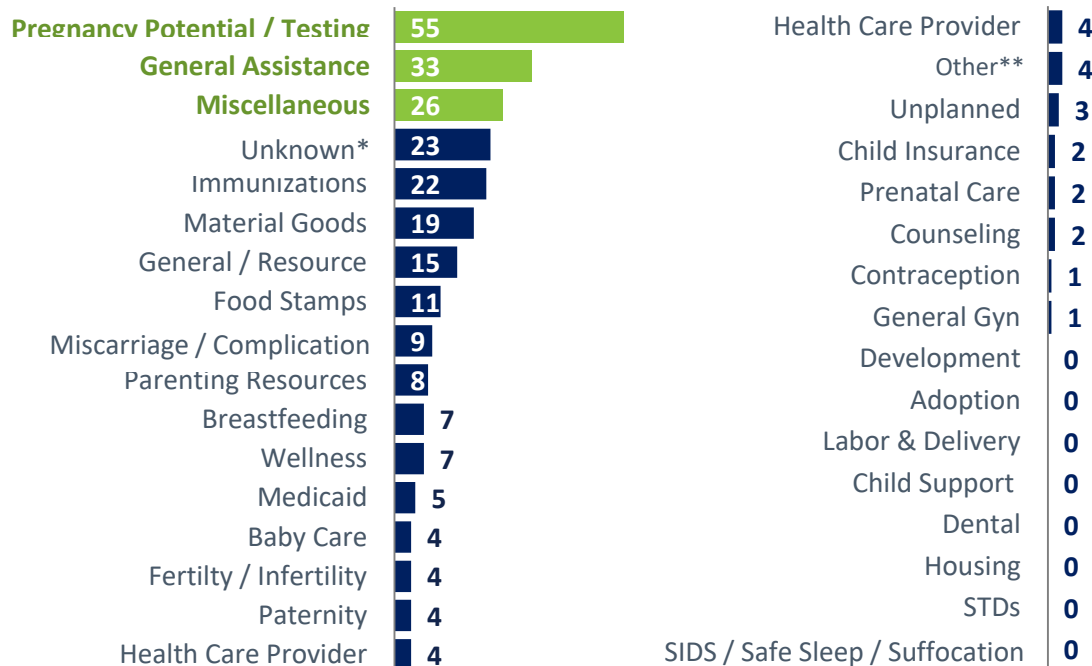
The *Partners for Healthy Babies* helpline connects people to information, resources, agencies, and programs to support their inquiries. In 2019, there were 1,024 callers with 1,485 unique requests, meaning some callers had multiple queries. This helpline also manages a separate Abortion Alternatives (AA) line and there were 190 calls to that line.

Consistently, most callers ask for information on the Louisiana WIC (Woman Infant and Children) program. The percentage of calls related to WIC decreased slightly (68%) in 2019 as compared to 2018 (77%), 2017 and 2016 (each 81%). Since 2010, calls about immunizations and pregnancy potential/testing are among the top five reasons for calling. A table showing the top 5 reasons for helpline calls from 2014-2019 can be found in Appendix A (Support Table 2A). The graph below shows all the categories a call can be assigned to, and the various reasons for all calls in 2020.

WIC is the Top Reason for Helpline Calls (2020)



Aside from WIC, **Pregnancy Potential/Testing, General Assistance, & Miscellaneous** are the **Top 3 Reasons** for Helpline Calls (2019)



*Unknown refers to when caller's information wasn't collected during a call or if a caller hangs up before sharing a reason for calling.

**Other refers to topics that are not included in the previous categories.

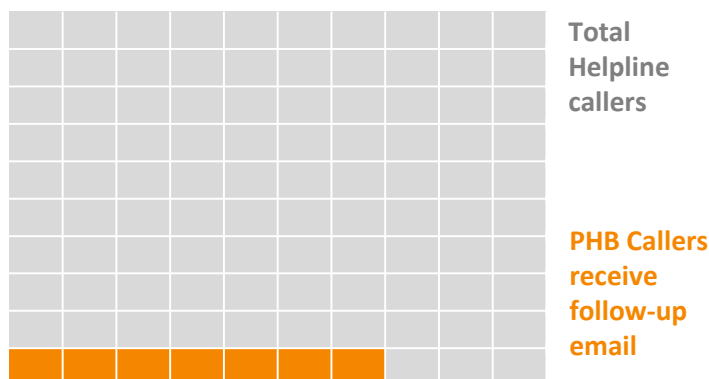
Helpline Data

Are Callers Getting Additional Resource Referrals from the Helpline?

As a standard practice, the helpline has always offered additional, relevant referrals to callers after their initial request is resolved. These additional resources were offered at the end of the call and included referrals to home visiting services, brochures from WIC on nutrition and breastfeeding, and information on services like Text4baby. Every time a new resource was added to the list, it became more challenging for helpline staff to keep callers on the phone.

To streamline the referrals process and ensure that interested callers received information about priority programs, the helpline staff implemented an email referral process starting in August 2016. Now, all callers are asked if they would like to receive an email with useful health-related information and resources. If callers agree to receive the email, helpline staff ask for the caller's email address and parish, customizes the email to the caller's location, and sends it out.

**Of the 1,485 people who called the Helpline,
106 opted to receive a follow-up email (2019)**



Helpline Referral Email

The email includes information on the following:

- Louisiana Medicaid – links to information about Medicaid eligibility requirements, and links to the Medicaid application website.
- BFH's home visiting program – brief description of the home visiting program, with a link to the Partners for Healthy Babies website for more program information, and includes region-specific contact information (customized by helpline staff before sending).
- Text4baby – brief description of the service and information on how to sign up.
- WIC's healthy eating brochure – brochure is attached to all emails.
- LABreastfeedingSupport.org – includes link and description of the website, which allows users to search for breastfeeding resources by zip code.

Helpline Data

Referrals to Home-Visiting Program

In the past, the helpline directly referred first-time pregnant women into BFH’s home visiting program. Direct referrals involved a helpline staff member collecting a caller’s information and sending it home visiting program staff in the caller’s region. Due to privacy rules, this method was discontinued and the helpline began making “passive” referrals in mid-2012.

Passive referrals occur when helpline staff provide callers with information about the program via the resource email; while on the phone when home visiting is the reason for the call; or if helpline staff determines the caller may be interested in and eligible for one of the home visiting program models (Nurse-Family Partnership or Parents as Teachers). In 2019, as in 2018, no one called specifically for the home-visiting program (there were five calls in 2017). Both phone and email referrals provide the caller with program information and regional contact information so that they may contact the program themselves. With passive referrals, we have no way to measure how many people use the service after receiving the referrals.

Referrals to Other Information and Services

Abortion Alternatives

The helpline call center also manages the separate Abortion Alternatives line for Louisiana. Louisiana law requires that providers of abortions in Louisiana give their patients specific information – including information about their legal rights, adoption, and available maternal and child health services (e.g. WIC) – before they undergo an abortion procedure. The call center received 190 Abortion Alternatives calls in 2019. Abortion Alternatives calls had been infrequent over the previous four years, with seven calls in 2014, ten in 2015, seven in 2016, and eleven in 2017 and 2018.

Live Chat

In December 2017, live chat services was piloted only on the Healthcare Resources page of the Partners for Healthy Babies (PHB) website. In February 2018, we began to provide live chat on all of the pages of the site. In 2019 there were 12 live chats, a decline from 2018 when there were 19 live chats.

A table showing the number of Abortion Alternatives calls, follow-up emails, and live chats by year from 2015-2019 can be found in Appendix A, Support Table 4A. The number of Abortion Alternative calls received and follow-up emails sent in 2019 by month can be found in Appendix A, Support Table 5A.

Helpline Satisfaction Survey

The email also includes a link to a helpline satisfaction survey. While the response rate for the survey is very low (.4%), the results are positive, with almost all respondents reporting that they were “very satisfied.” The full text of the resource email can be found in Appendix A, Support Document 3A.

An abstract graphic composed of several thick, curved lines in various colors (dark blue, teal, purple, yellow, orange, green, and red) that sweep across the page, creating a sense of dynamic movement and growth. The lines are layered and overlap, with some entering from the top and others from the sides.

WEBSITE DATA

(1994 – 2019)

Website Data | Introduction

In 2019, we focused on website maintenance and quality improvement to ensure all websites remained relevant to their target audiences and reflective of BFH or WIC programmatic goals. This section of the report uses analytics to describe the reach of our websites and how people find, use, and engage with them, both in 2019 and over the years.

Websites

BFH-managed:

- PartnersForFamilyHealth.org: Central hub that organizes all BFH program information and websites - helps women, men, caregivers, families, providers and partners to find BFH resources & websites relevant to their needs.
- PartnersForHealthyBabies.org: Resources and information for pregnant women and parents of babies and toddlers.
- theGiftLA.org: Hospital designation program focused on increasing breastfeeding rates in Louisiana through maternity care services.
- GiveYourBabySpace.org: Information and resources for caregivers, providers, and public health partners on safe infant sleep.
- HealthyChoicesLA.org: Website for BFH's reproductive health program, focused on services offered in reproductive health clinics.
- LACCHC.org: Website for the Louisiana Child Care Health Consultants program, which provides mandatory health and safety training to childcare centers.
- LouisianaLAUNCH.org: Information and resources for parents and providers on early childhood development, specifically emotional and cognitive development.

Louisiana WIC-managed:

- LouisianaWIC.org: Website for the Louisiana WIC program – includes program information for existing and potential clients, providers, and vendors, as well as tips and resources for breastfeeding, healthy eating, and physical activity.

Notable Changes

- Transferred all websites to a BFH-owned hosting server (websites were previously housed on a contractor-owned server).
- PartnersForFamilyHealth.org (PFH):
 - Created a customizable widget that links back to the website. Partners and other outside organizations can add the widget to their websites to seamlessly guide people to the PFH homepage or topic-specific pages.
 - Created a page with family health information for Spanish speakers. This page serves as a replacement for AliadosParaBebesSanos.org (Spanish-language version of PartnersForHealthyBabies.org). BFH did not have the capacity to maintain an independent Spanish-language website, so Aliados Para Bebes Sanos content was consolidated, simplified and added to a single page on the PFH website. The page now includes tips to aid Spanish-speaking families in receiving medical care, and information about safe sleep, breastfeeding, and more. In 2019, 173 users visited this page.
- PartnersForHealthyBabies.org (PHB) changes:
 - Moved the newsfeed that lived on PartnersForHealthyBabies.org (PHB) to PartnersForFamilyHealth.org. This move reflects the expanded scope of BFH's work, which now focuses on many additional topic areas beyond healthy pregnancies, infant care, and parenting during early childhood. The "news" menu item on the Partners for Healthy Babies website now links to PartnersForFamilyHealth.org.

Partners for Family Health (PFH)

(Support Materials in Appendix B)

BFH launched *Partners for Family Health* (PFH) in August 2017. PFH was created to fulfill BFH's growing need to have a singular web presence that organizes all of BFH's programs and websites. Further, the PFH design element (pinwheel) and color scheme provide a way to visually connect all of BFH's programs, as well as its partnerships with outside organizations. The PFH campaign consists of a design element, a style guide, the website PartnersforFamilyHealth.org, and the PFH Facebook and Twitter pages.

PartnersforFamilyHealth.org serves as "one-stop-shop" where users can gain a "snapshot" summary of all of BFH's offerings, as well as offerings from key partners, and public health data (reports, fact sheets, and more). There are five, audience-segmented secondary homepages (see below) that link users to program webpages or downloadable data products based on audience interests and needs. Program and initiative webpages consist of program summaries, links to the program's independent website (if applicable), and links to relevant external websites that users may find useful. Dedicated space on each page to link to external organizations allows BFH to honor and promote its many partnerships and collaborations with external providers, stakeholders, and families.

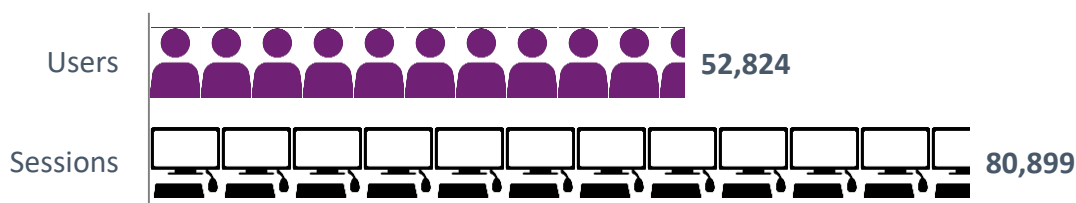
When users arrive to the homepage, they are directed to **five secondary homepages** they can explore:

- For **Parents and Families** – shares resources (websites) and programs geared towards families.
- For **Men and Women** – connects to BFH's Reproductive Health Program information and website.
- For **Providers and Partners** – shares resources and programs of BFH and partners that supports the work of health care, social service, and public health professionals (includes databases, provider training offerings, community resilience-building resources, and technical assistance/quality improvement programs).
- **Data Center** – allows users to search for and find data products organized by topic or submit special data requests to the BFH Data to Action team. Data products include reports, infographics, fact sheets and websites created by BFH and key public health partners.
- **About Us** – an alphabetical listing of all BFH programs, plus LDH and OPH organizational charts.

PFH Website Visits

In 2019, 52,824 users visited the Partners for Family Health website and completed 80,899 sessions. Comparing 2019 and 2018 data, **users to the site more than tripled**.

Total Number of Users and Sessions to the Site (2019)



Website Users – By Month

The table below shows website users by month from August 2017 (when the site launched) to December 2019. **December 27, 2018 to January 24, 2019, a media campaign ran** statewide on Facebook, Twitter, and Google Adwords with the goal to increase website usage. There was also a **radio ad campaign that ran in select cities (January 15 – March 31, 2019)**, with the same goal. These campaigns account for the large spike in visitors from December 2018 to March 2019.

PFH WEBSITE USERS BY MONTH (2017 – 2019)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
2017*	0	0	0	0	0	0	0	43	48	74	95	67	327
2018**	203	125	435	376	429	494	1,011	841	578	725	707	10,802	16,726
2019**	41,466	1,338	1,276	956	975	989	1,178	1,305	1,377	1,236	898	773	53,767

*No Jan. – Jul. 2017 data, as the site launched Aug. 2017

**Campaign (social media, radio, etc.) ran during the months highlighted purple.

Which Cities are Most Users in?

The table below shows the top 10 cities with the highest number of sessions on the site from 2017 – 2019. A **radio campaign ran in New Orleans, Baton Rouge, Shreveport, Lafayette, and Lake Charles between January – March** and a social media and Google ad campaign ran statewide in the beginning of January. Overall there was a larger number of PFH website sessions in 2019, compared to 2018 and 2017.

Radio & Digital Campaigns Likely Increased Website Sessions Statewide (2019)

2019*	2018	2017**
1. New Orleans (7,568)	1. New Orleans (2,144)	1. Baton Rouge (261)
2. Baton Rouge (3,077)	2. Baton Rouge (1,157)	2. New Orleans (39)
3. Shreveport (1,794)	3. Shreveport (573)	3. Lafayette (10)
4. Lafayette (1,373)	4. Lafayette (412)	4. Minden (4)
5. Monroe (1,034)	5. Monroe (290)	5. Pineville (4)
6. Lake Charles (710)	6. Hammond (228)	6. Harvey (3)
7. Hammond (703)	7. Lake Charles (215)	7. Shreveport (3)
8. Houma (665)	8. Metairie (191)	8. Covington (2)
9. Metairie (665)	9. Houma (175)	9. Destrehan (2)
10. Alexandria (602)	10. Alexandria (171)	10. Hammond (2)

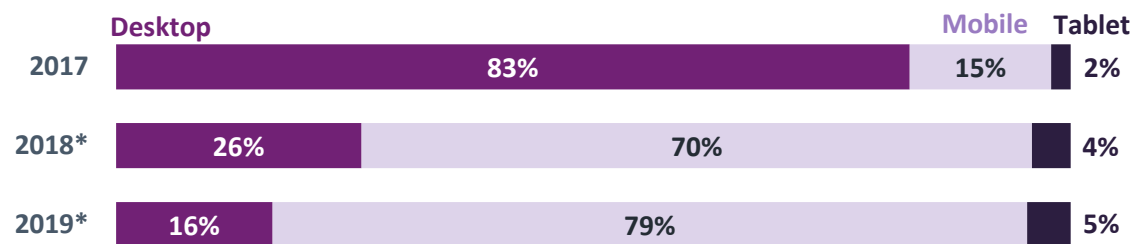
*Radio campaign ran in highlighted cities

**Data from Aug.– Dec. 2017 (site launch)

How Are Users Accessing the Site?

In 2019, mobile devices were by far the most frequently-used device. The number of tablet devices slightly increased in 2019. A social media campaign ran from December 2018 to January 2019 and a radio campaign ran January – March 2019; both campaigns aimed to drive consumers to the site. These campaigns may account for the increase in mobile and tablet devices, as we saw a similar trend in previous years when we ran ad campaigns for the Partners for Healthy Babies website.

In 2019, Most Users Accessed the Website Using Mobile Devices



**Years when paid campaigns directed users to the site*

Which Pages Were Most Popular?

The word cloud below represents the top 10 PFH pages viewed (including the homepage) in 2019. The larger the words, the more pageviews a page received.

The “Welcome Men, Women, and Teens” temporary landing page was the most frequently viewed page (as it was in 2018), exceeding the number of pageviews for the homepage. This page, as well as the “Welcome Providers,” “Welcome Partners,” and “Welcome Dads” pages (marked with an asterisk), were temporary pages created as part the December 2018 – January 24, 2019 campaign.

During the campaign, when a user clicked on one of the ads, they were directed to one of these welcome pages. Each page highlighted programs and services that would be of interest to the differing groups. A more detailed table showing rankings with exact pageview numbers can be found in Appendix B (Support Table 2B).



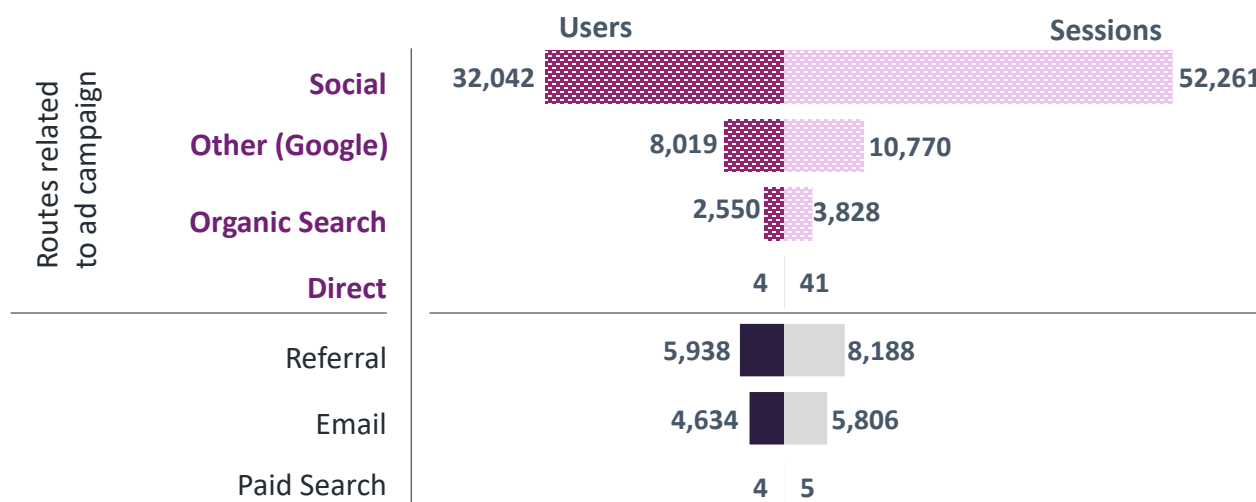
How Are Users Finding the Website?

As we continue to market digitally, it is important to know if our efforts are effective. One way to do so is by looking at how users found the website. Users can find the website in the following ways:

- **Direct** – they knew they wanted to visit *Partners for Family Health* and typed it into the browser or clicked on the links from their bookmarked/favorites list.
- **Non-Direct**- they got to the site without typing in the URL. These routes included:
 - **Email** – they came to the website through an email marketing campaign.
 - **Display** – they clicked on an ad we ran on another site (only occurs during an ad campaign)
 - **Paid Search** – they searched a keyword in a search engine, and the *Partners for Family Health* campaign paid for the website to show up higher in the list of results for specific keywords, or the campaign placed an ad with a search engine and the user clicked on it.
 - **Referral** – they came to the website through a link from another website.
 - **Social** – they came to the website through a link on a social media app.
 - **Organic Search** – they searched a keyword in a search engine and selected *Partners for Family Health* from the results.
 - **Other** – Google Analytics considers traffic as “other” when it does not fit any of the previous routes.

The graph below shows the routes people used to visit the site, by the number of users and sessions.

Ad Campaigns Bring Users to the Website, as Demonstrated by Increased Traffic via Social & Other Routes (2019)



In 2019, **majority of users found the site through a link on social media (social route)**. This is likely due to two reasons: (1) paid ads placed on social media and (2) the improved reach and engagement our social media pages saw in 2019. To learn more, visit the *Social Media* section of the report.

The second most frequent route was categorized as “other.” **In this instance, the “other” route was Google.** In conjunction with the social media campaign that ran from January 1 – 24, there was a Google Adword campaign that ran during the same timeframe, which accounts for majority of users and sessions from the “other” routes. To learn more about that campaign, visit the *Promotions* section of this report.

Website Data | PartnersForFamilyHealth.org

The 5th and 6th most frequented routes, “paid search” and “referral,” are also connected to the ad campaigns that ran in 2019. “Paid search,” is when a user visits a website by either clicking on a link that was paid to show up higher in the list of results, or the user clicked on an ad within the search engine. “Referrals” are connected to the ad campaigns because Google Analytics separates website and app data. For example, when users visit the website through a link on the Facebook app, this is considered a “social” route as compared to when users visit the website through a link on the Facebook website, which is considered a “non-direct” and a “referral” route; which can be seen in the tables below.

Non-Direct Routes

The table below shows the top 10 ways users came to the site without typing in the URL (non-direct routes). This includes social, organic search, referral, and other routes. You will notice CPC is listed as a source type. CPC is an acronym for “cost per click” and refers to when a site pays to have their website listed at the top of search results. It makes sense that 5 out of the 10 sources are Twitter, Google, and Facebook, as an ad campaign ran on these platforms.

Top 10 Non-Direct Traffic Sources by # of Sessions (2019)

Source*	Source Type	# of Sessions
1. Twitter.com**	Social	27,317
2. Google Ads	CPC	8,017
3. Google	Organic	5,215
4. m.facebook.com**	Referral	2,537
5. LDH.la.gov (LDH homepage)	Referral	1,326
6. l.facebook.com**	Referral	1,293
7. Facebook.com**	Referral	609
8. PartnersForHealthyBabies.org	Referral	560
9. NurseFamilyPartnership.org	Referral	545
10. Bing	Organic	477

**Bolded sources can be related to ad campaigns*

***Refers to website data and not app data*

Referral Routes

The table on the next page shows the top websites that brought a user (via hyperlink) to PartnersForFamilyHealth.org. Facebook was the top referral source, followed by the Louisiana Department of Health website (LDH.LA.gov).

In addition to ad campaign, we regularly post about our programs and link back to the PFH website on our social media pages (Facebook and Twitter), so it makes sense that Facebook has the greatest number of referrals. It also makes sense that the Louisiana Department of Health and Partners for Healthy Babies websites are among the top ten referral source, as we placed multiple links to the PFH website on these sites.

Top 10 Traffic by Referral Sources by # of Sessions (2019)

Source*	# of Sessions
1. m.facebook.com**	2,537
2. LDH.la.gov (LDH homepage)	1,326
3. l.facebook.com**	1,293
4. Facebook.com**	609
5. PartnersForHealthyBabies.org	560
6. NurseFamilyPartnership.org	545
7. t.co	32
8. BFH's internal Moodle platform	22
9. sites.google.com	18
10. USNews.com	16

**Bolded sources can be related to ad campaigns*

***Refers to website data and not app data*

Partners for Healthy Babies (PHB)

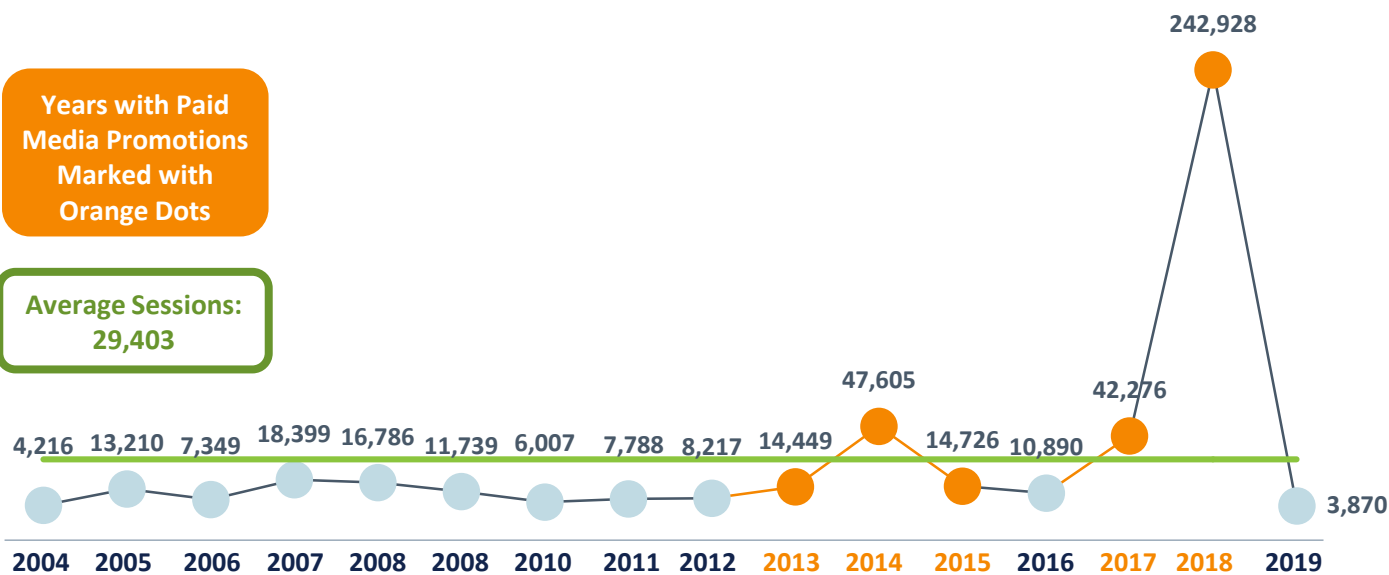
The *Partners for Healthy Babies* website, PartnersforHealthyBabies.org, serves as a resource for both pregnant people, parents and caregivers, and families with young children. Prior to 2018, the website was also a resource for health professionals. The website was created in 2004 with the URL 1800251BABY.org (the helpline number) then redesigned and rebranded under the URL PartnersforHealthyBabies.org in 2013.

The website provides useful information about pregnancy and parenting, and links users to financial, social, and health-related resources for expecting parents and caregivers. Prior to 2018, clicking the “provider” button on the homepage would send users to parallel resources aimed at health professionals who serve pregnant people and new parents. Once the Partners for Family Health website was developed, this section of the website became redundant, as more complete information for providers is housed on the *For Providers and Partners* section of PartnersForFamilyHealth.org. Now, when a user clicks on the “Provider” button on PartnersforHealthyBabies.org, they are directed to that page.

PHB Website Usage

Since 2004, there have been 470,455 sessions on the Partners for Healthy Babies website. Sessions are periods of time during which a user is active on the website, and work to measure website usage. Paid media campaigns have been successful in increasing website usage. For instance, the three highest peaks in website usage occurred in 2014, 2017, and 2018; each year a media campaign ran. In 2019, There were 3,870 sessions. The average number of sessions when there are no paid media promotions remains relatively consistent over the years.

With a Promotions Budget, Website Usage Increases over 200%



*Due to changes in website metrics nomenclature, data may vary slightly.
**Annual sessions for 2006 have been approximated due to missing data (Jan). Total # of sessions = SUM (Feb:Dec) + AVG (Feb:Dec).

PHB Website Usage continued

The table below shows the number of users to the website by month from 2006 to 2019. Users are the number of people who view the website.

PHB WEBSITE USERS BY MONTH (2006 – 2019)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
2006	660	660	1,396	682	570	674	517	515	464	1,018	409	363	7,928
2007	709	883	876	524	2,723	1,546	1,695	1,078	1,283	1,512	1,347	898	15,074
2008	1,041	853	946	992	1,236	1,290	1,205	1,886	1,440	1,231	1,090	895	14,105
2009	1,014	818	1,200	1,199	1,075	1,061	973	1,016	1,099	67	711	398	10,631
2010	461	387	488	363	291	319	509	476	370	353	328	285	4,630
2011	334	333	353	293	271	2,441	413	911	360	388	334	301	6,732
2012	351	362	327	366	426	556	1,690	1,141	409	451	367	276	6,722
2013	424	355	452	472	414	386	620	2,840	5,171	355	234	243	11,966
2014	280	286	423	339	14,914	8,972	487	4,623	3,451	1,504	393	229	35,901
2015	312	437	448	465	460	1,861	3,678	852	760	762	660	615	10,711
2016	595	401	719	758	914	797	717	849	893	752	553	446	8,384
2017	588	522	518	439	498	762	469	640	745	676	9,399	14,997	30,253
2018	23,511	24,420	1,728	3,381	7,252	9,009	9,543	9,804	12,256	11,929	10,934	8,664	132,431
2019	603	344	233	211	199	224	213	212	233	220	196	170	3,058

*Highlighted & italicized months are when paid advertising campaigns ran.

Which Pages Were Most Popular?

(Support Materials in Appendix B)

The word cloud to the right represents the top 10 pages viewed in 2019 (this does not include the home page, which is consistently the most viewed page).

Larger words represent more pageviews, and accordingly, the [“Parent” homepage](#) was the most frequently viewed page other than the main home page. This was followed by the [“Social Services”](#), then the [“Financial Resources”](#) pages. The ranking of popular pages for parents has not changed much from 2017 to 2019. A more detailed table showing rankings with exact pageview numbers can be found in Appendix B, Support Table 1B.



Which Pages Did Parents Look at Most?

The Partners for Healthy Babies site is geared toward parents and caregivers, but also links providers to content that is relevant for them. As a result, pages intended for parents were tracked separately from those intended for providers. The word cloud to the right represents the 5 most popular pages intended for a parent and caregiver audience. As expected, and in alignment with the top pages for the overall site, "[Social Services](#)" was the most popular page for parents. This page contains information on BFH's

family support and coaching (home visiting) program, breastfeeding support, daycare resources, smoking and substance abuse, child safety, and more. This was followed by the "[Financial Resources](#)" page (includes information about Louisiana WIC, health insurance and Medicaid, low cost car seats, and more), then "[Healthcare Resources](#)" page, which contains information on how to find and access medical and behavioral health care, as well as information about pregnancy testing, immunizations and lead poisoning prevention.



Which Pages Did Providers Look at Most?

In 2018, the content within the provider portion of the website was deleted because more complete information on the same topics existed on the Partners for Family Health (PFH site). The "I am a Healthcare Provider" button now redirects to the "For Providers and Partners" homepage of the PFH website.

The communications team recognized that some users may have bookmarked certain pages within the Partners for Healthy Babies website. URLs for provider-focused pages were redirected to corresponding pages on the Partners for Family Health website, or the page was maintained but only accessible via direct link (e.g. the [Links](#) page). The communications team then tracked the most popular provider-focused URLs.

The word cloud represents the five most popular URLs/pages for providers.

- Most viewed page: The "[Links](#)" page, which provides links to other BFH-managed websites and websites, the Louisiana Department of Health (LDH) site, and key partner websites.
- 2nd most viewed page: The "Bureau of Family Health" page, which now links to the "[About Us](#)" page on the PFH site.
- 3rd most viewed page: The "Data" page, which now links to [PFH Data Center](#).
- 4th most viewed page: The "Home Visiting Program" page; this "page" was originally a subsection of the "Bureau of Family Health" page with information about the program – it now links to the "[About Us](#)" page on the PFH site.
- 5th most viewed page: The "Social Services" page, which now links to the "[Social Services](#)" page for parents.



Where are Users Viewing the Website?

The table below shows the top 10 cities that users are in by number of sessions for the site since 2015. From 2012 to present day, most sessions came from users in New Orleans or Baton Rouge. In 2016, Baton Rouge overtook New Orleans as the city with the most website sessions. In 2017, New Orleans reclaimed the top spot, and maintained it in 2018 and 2019.

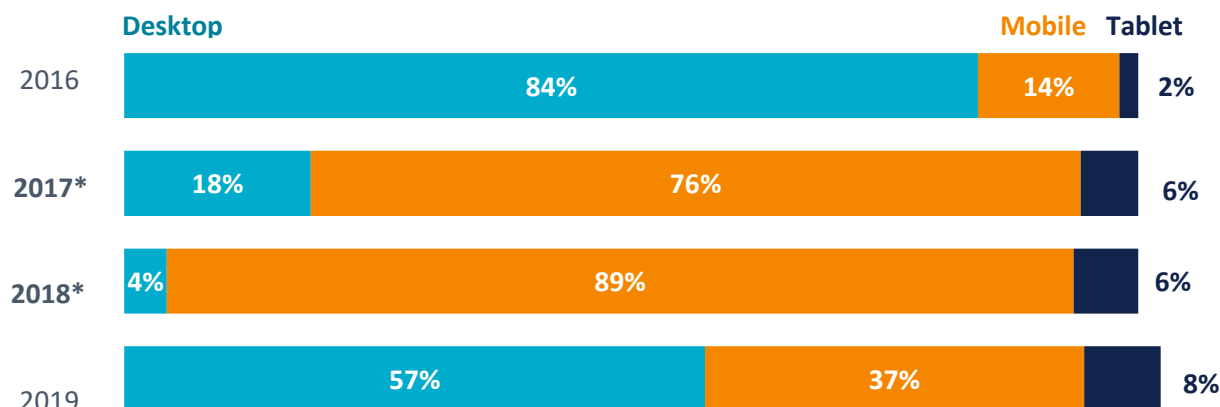
New Orleans Has the Highest Number of PHB Website Sessions (2019)

2019	2018	2017	2016	2015
1. New Orleans (363)	1. New Orleans (13,320)	1. New Orleans (3,221)	1. Baton Rouge (1,481)	1. New Orleans (2,007)
2. Baton Rouge (242)	2. Baton Rouge (4,489)	2. Baton Rouge (1,708)	2. New Orleans (583)	2. Dallas (977)
3. Shreveport (66)	3. Shreveport (3,829)	3. Shreveport (861)	3. Lafayette (234)	3. Baton Rouge (886)
4. Lafayette (52)	4. Lafayette (2,699)	4. Lafayette (763)	4. Shreveport (89)	4. Houston (733)
5. Metairie (46)	5. Monroe (1,865)	5. Monroe (499)	5. Pineville (88)	5. Lafayette (453)
6. Monroe (39)	6. Houma (1,578)	6. Lake Charles (412)	6. Monroe (85)	6. Unknown (346)
7. Lake Charles (30)	7. Lake Charles (1,533)	7. Hammond (370)	7. Metairie (75)	7. Shreveport (234)
8. Bossier City (22)	8. Hammond (1,405)	8. Houma (362)	8. Lake Charles (64)	8. Moscow (192)
9. Hammond (21)	9. New Iberia (1,379)	9. New Iberia (303)	9. Alexandria (63)	9. Houma (155)
10. Slidell (21)	10. Alexandria (1,171)	10. Alexandria (284)	10. Hammond (54)	10. Lake Charles (145)

What Devices are People Using to Access the Website?

In 2019, desktops were the most frequently-used device. Desktops tends to represent a higher percentage of devices used during years **without** promotional campaigns, as seen in 2016 and 2019. In 2015, 2017, and 2018, when media campaigns ran to increase website usage, mobile and tablet devices represent higher percentages.

In 2019, Users Accessed the Website Primarily via Desktop



*Years when paid media campaigns drove consumers to the site

How Are Users Finding the Website?

As we continue to market digitally, it is important to know if our efforts are effective. One way to do so is by looking at how users found the website, whether their route was:

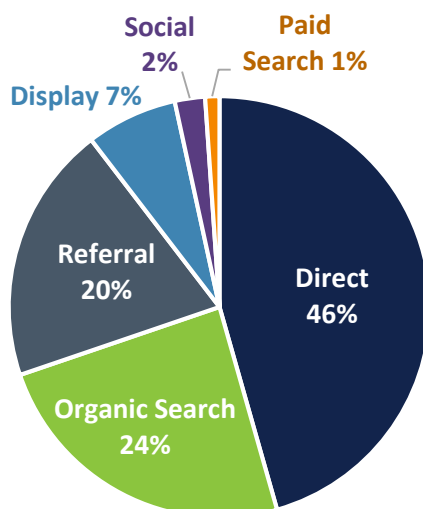
- **Direct** – they knew they wanted to visit *Partners for Family Health* and typed it into the browser or clicked on the links from their bookmarked/favorites list.
- **Non-Direct**- they got to the site without typing in the URL. These routes included:
 - **Email** – they came to the website through an email marketing campaign.
 - **Display** – they clicked on an ad we ran on another site (only occurs during an ad campaign)
 - **Paid Search** – they searched a keyword in a search engine, and the *Partners for Healthy Babies* campaign paid for the website to show up higher in the list of results for specific keywords, or the campaign placed an ad with a search engine and the user clicked on it.
 - **Referral** – they came to the website through a link from another website.
 - **Social** – they came to the website through a link on an social media app.
 - **Organic Search** – they searched a keyword in a search engine and selected *Partners for Healthy Babies* from the results.
 - **Other** – Google Analytics considers traffic as “other” when it does not fit any of the previous routes.

Over the years, the ways in which users find the website has varied. In 2010, organic Google searches were the primary way people found the website, followed by direct routes. Starting in 2011, users were most likely to get to the website via direct route. In 2013 and 2014, for the first time, paid media campaigns became the highest source of traffic, bringing in 31,434 users combined. In 2018, direct route was the primary way people found the website (51,544 users), followed by the display route (46,488 users). **In 2019, most users found the website via direct routes (with 1,335 users).**

Top Routes

In 2019, direct routes were the most frequent way people found the website, with 1,335 sessions. This was followed by organic search, which brought in 708 sessions. Referrals rounded out the top three traffic sources, bringing in 580 sessions. The graph below shows the routes users took by sessions.

Almost Half of Users Visited the Website through Direct Channels (2019)



Non-Direct Routes

The table below shows the top 10 ways users came to the site without typing in the URL (non-direct routes). This includes the social, organic search, referral, and other routes. You will notice CPC is listed as a source type. CPC is an acronym for “cost per click” and refers to when a site pays to have their website listed at the top of a search result. Although an ad campaign did not run for PHB, there was a link to the PHB site, on the “Welcome Dads” homepage, which was a part of the Partners for Family Health ad campaign. To learn more about the campaign, visit the *Promotions* section of the report.

Top 10 Non-Direct Traffic Sources by # of Sessions (2019)

Source	Type	# of Sessions
1. Google	Organic	444
2. LDH.la.gov (Louisiana Department of Health)	Referral	279
3. Google	Cost Per Click (CPC)	235
4. Bing	Organic	212
5. LouisianaBelieves.com (LA Dept. of Education website)	Referral	123
6. PartnersForFamilyHealth.org	Referral	62
7. Yahoo	Organic	49
8. Baidu.com	Referral	40
9. m.facebook.com*	Referral	33
10. Facebook.com*	Referral	33

*BFH's communications team regularly writes posts that link back to the website

Referral Routes

The table below shows the top websites that referred users (via hyperlink) to PartnersForHealthyBabies.org. In previous years, the majority of referrals came from the Louisiana Department of Health (LDH) website and social media sources, especially when a social media campaign ran (reflected in 2018 referrals). However, in 2019, more than one third of referral sources were partner sites, and one fifth came were social media sites. As BFH begins to leverage and grow partnerships with more outside agencies, there may be more referral from partnering agencies in the future. The table below compares 2018 and 2019 traffic referrals.

Top 10 Traffic by Referral Sources by # of Sessions (2018 – 2019)

2019 Traffic Referrals		2018 Traffic Referrals	
1. LDH.la.gov		1. l.facebook.com*	
2. <i>LouisianaBelieves.com**</i>		2. m.facebook.com*	
3. <i>PartnersForFamilyHealth.org**</i>		3. t.co	
4. Baidu.com		4. Facebook.com*	
5. m.facebook.com*		5. ads-bidder-api.twitter.com*	
6. Facebook.com*		6. LDH.la.gov	
7. Google.com		7. <i>NurseFamilyPartnership.org**</i>	
8. <i>WellAheadLa.com**</i>		8. dhh.louisiana.gov	
9. <i>LouisianaBreastfeeding.org**</i>		9. <i>PartnersForFamilyHealth.org**</i>	
10. <i>LouisianaWIC.org**</i>		10. new.dhh.louisiana.gov	

*social media referrals

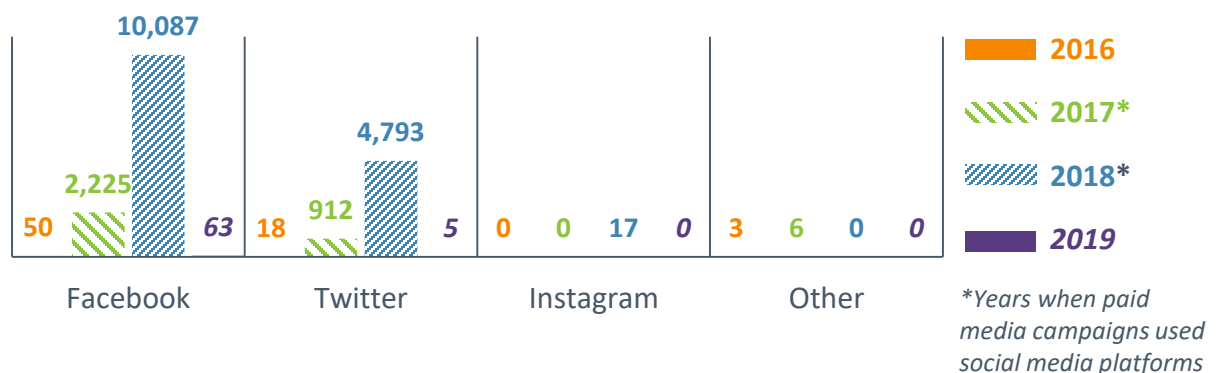
**partner/sister sites *italicized*

LDH website referrals in bold

Social Routes

Social media networks have been a consistent referral source for the website, as we generally run ad campaigns using social networks and regularly post about the website on Facebook and Twitter. In 2019, as with previous years, the majority of social network referrals came from Facebook, then Twitter. In 2018, ads were also placed on Instagram. Overall, the number of social referrals decreased in 2019, as compared to 2017 and 2018 (both years ad campaigns ran). The graph on the next page shows the social referrals from 2016-2019.

Of the Social Referrals, **Facebook** Consistently Refers More Users to PartnersForHealthyBabies.org



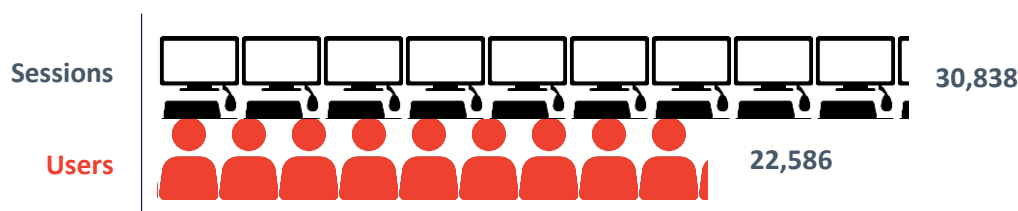
Website Data | LouisianaWIC.org

Louisiana WIC is the special supplemental nutrition program for Women, Infants and Children (WIC). The program is open to women who are pregnant or breastfeeding, and children up to age 5. The website includes program information and benefits, steps for how to join, healthy recipes, a directory of WIC clinics across the state, and more. In 2017, WIC underwent a rebranding effort, which included launching an independent website, LouisianaWIC.org (launched March 2018). As a part of the rebrand, WIC developed a logo, style guide and outreach toolkits, which include a promotional display board and promotional materials (pens, sticky notes, adhesive cell phone wallets, and folders).

Website Usage

In 2019, there were 30,838 sessions and 22,586 users who visited the site. A media campaign did not run. These numbers are comparable to 2018 (31,520 sessions and 24,713 users), when a social media campaign ran from August 15 – December 31, 2018. Although a media campaign did not run in 2019, BFH frequently writes posts on BFH social media accounts (Facebook & Twitter), which may account for the spike in numbers.

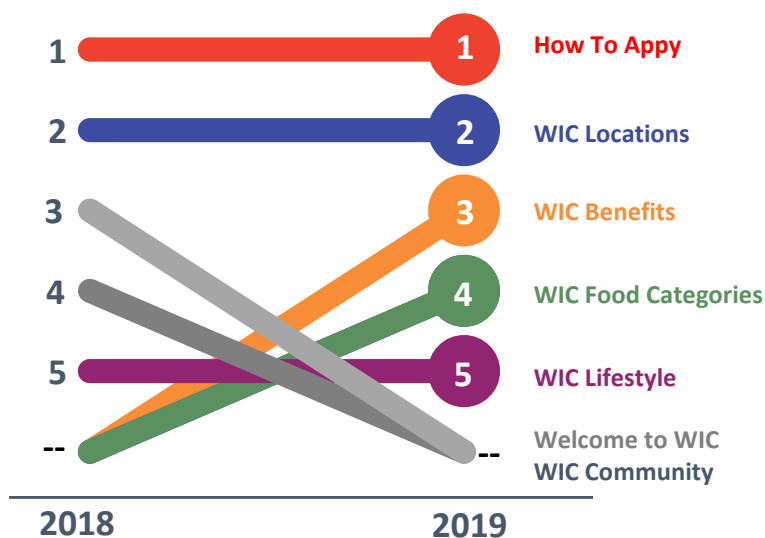
Sessions and Users to LouisianaWIC.org (2019)



Pageviews

The graph below shows the top five pages users viewed (not including the home page) in 2018 and 2019. The “How to Apply,” (1) “WIC Locations,” (2) and “WIC Lifestyle,” (5) pages maintained their rankings between years. “WIC Benefits” and “WIC Food Categories” pages moved to the 3rd and 4th most viewed pages, flip-flopping with the “Welcome to WIC” and “WIC Community” pages. To see the top 10 pages, visit Appendix B, Support Table 3B.

Top 5 Louisiana WIC Content Pageviews without Home Page





TOPIC- SPECIFIC WEBSITES

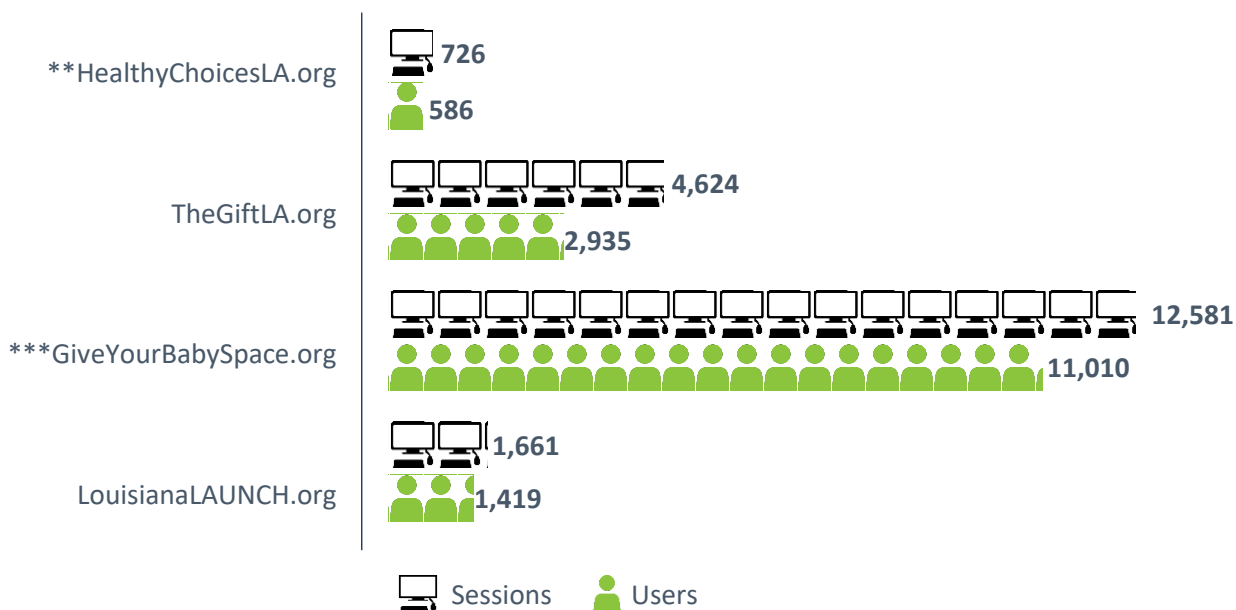
(2016 – 2019)

Website Data | Topic-Specific Websites

Beginning in October of 2012, BFH began adding topic-specific websites to meet the needs of specific programs and audiences. Our family of topic-specific websites and their purposes are listed below.

- TheGiftLA.org contains program information, tools and resources for *The Gift*, BFH's evidenced-based, breastfeeding-focused quality improvement program for Louisiana birthing facilities.
- GiveYourBabySpace.org focuses on safe sleep practices (to prevent Sudden Infant Death Syndrome and Sudden Unexpected Infant Death) and includes resources for new parents, other caregivers, child care centers and providers in Louisiana.
- HealthyChoicesLA.org is the website for BFH's reproductive health program. It focuses on connecting adults and teens to services offered in Louisiana reproductive health clinics, and provides information about family planning options. It also has information for providers looking to integrate reproductive health services into their practice.
- LACCHC.org* (Louisiana Child Care Health Consultant Program) provides a platform for certified consultants to access password-protected content, in addition to publicly accessible program and training information.
- LouisianaLAUNCH.org has information and resources for parents and providers on early childhood development, specifically emotional and cognitive development. The website was supplemental to the pilot program Project LAUNCH, which is a national initiative that aims to increase healthy child development. The initiative was piloted in the Lafayette area from September 2013 – August 2018. Although the pilot program ended, the website remains active and offers resources with a statewide reach.

BFH Topic-Specific Websites by Sessions and Users (2019)



*LACCHC.org data is not included in the graph above due to glitch in analytics data; data was not recorded

**Website restructured between 2018-2019

***Marketing campaigns ran in 2019

Website Data | Topic-Specific Websites

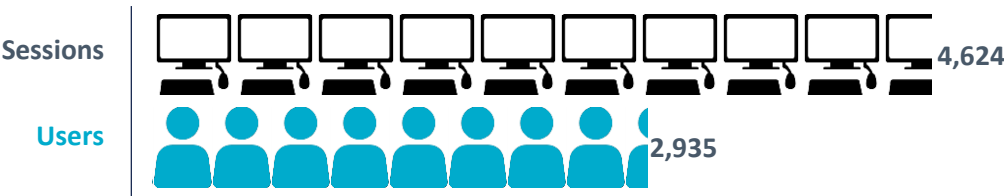
theGiftLA.org

The Gift website launched in 2015. The website contains tools and resources for *the Gift*, a hospital designation program focused on increasing breastfeeding rates in Louisiana through evidence-based, quality-improvement focused maternity care practices in participating birthing facilities.

Website Usage

In 2019, theGiftla.org saw 4,624 sessions and 2,935 users, which is an almost twofold increase from 2018 when there were 2,635 sessions and 1,555 users to the site. As more hospitals participate in the designation program, website usage increases accordingly.

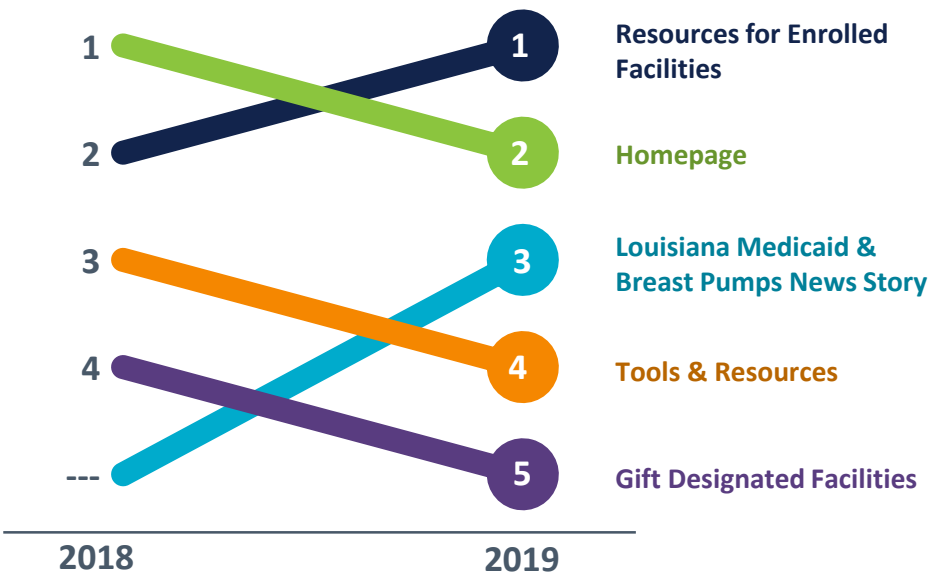
Sessions and Users to theGiftLA.org (2019)



Pageviews

The graph below shows the top five pages viewed, including the homepage, in 2019, as compared to 2018. The [Resources for Enrolled Facilities](#) page exceeded the number of views to the homepage. This may be due to the fact that more birthing facilities obtained *Gift* designation in 2019 than 2018, and these facilities needed to access documents for their designation. A news story, [LA Medicaid and Breast Pumps](#), became the third viewed page, followed by [Tools and Resources](#) and [Gift Designated Facilities](#), which lists the Gift-designated facilities and awards.

Top 5 the Gift Pages



Website Data | Topic-Specific Websites

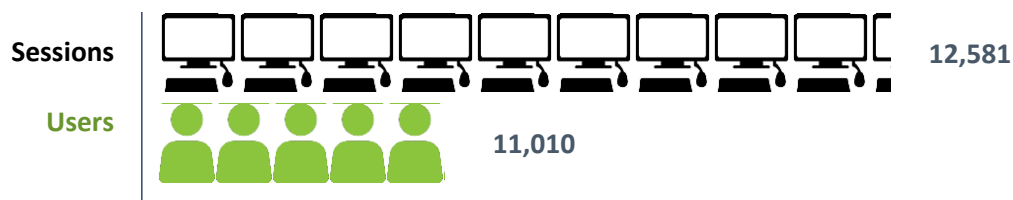
GiveYourBabySpace.org

The Give Your Baby Space website focuses on preventing Sudden Infant Death Syndrome (SIDS) and Sudden Unexpected Infant Death (SUID) by promoting safe sleep practices. It includes resources for new parents, caregivers, childcare centers, providers, and public health partners in Louisiana. The site, originally launched in October 2012, was redesigned in October 2017. In 2018, a game designed as an interactive quiz was added to the site and a QR code was developed for easy access to the game. The quiz consists of 15 questions (drawn from a rotating bank of 20 questions). In 2019, five videos were added to the homepage that depicts Louisiana residents (a mom, grandmother, nurse, dad, and babysitter) sharing their experiences of safe sleep.

Website Usage

In 2019, GiveYourBabySpace.org saw 12,581 sessions and 11,010 users. These numbers are similar to 2018 (12,307 sessions and 10,524 users), when two ad campaigns ran, promoting the site and the game. In 2019, the site was also promoted digitally, for almost the entire year. To learn more about the campaigns and results, visit the *Promotions* section of this report.

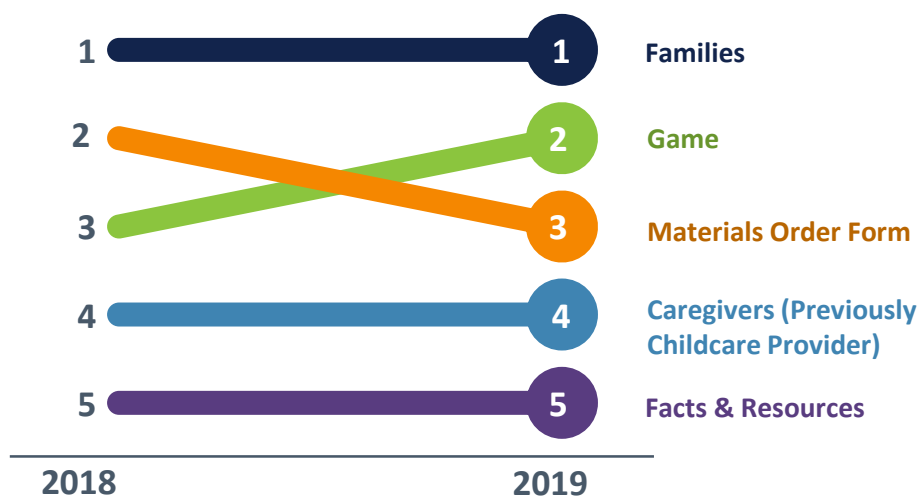
Sessions and Users to GiveYourBabySpace.org (2019)



Pageviews

The [Families](#) page was the most visited page, followed by the [Game](#) page. As mentioned previously, the interactive quiz game was created and added on the site in 2018. With its debut, it became the third most-viewed page on the site. In 2019, it was the second most-viewed page. The game was promoted within the social media campaigns that ran in 2018 and 2019, which may account for its higher ranking. The graph below shows the number of pageviews to the site (not including the homepage) in 2019 as compared to 2018.

Top 5 Give Your Baby Space Pages without Home Page



Website Data | Topic-Specific Websites

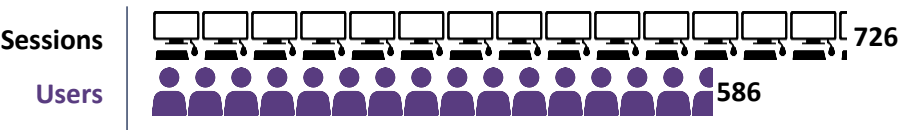
HealthyChoicesLA.org

The Reproductive Health program website, HealthyChoicesLA.org (launched 2015), was redesigned in 2018, and relaunched in 2019. The site provides information and resources related to reproductive health care in Louisiana, including a directory of family planning and reproductive health clinics statewide. It also includes resources for healthcare providers looking to integrate reproductive health services into their practice.

Website Usage

In 2019, we can report that HealthyChoicesLA.org saw 726 sessions and 586 users, as compared to the 2,290 sessions and 2,141 users to the site in 2018. This decrease likely does not reflect an actual decrease in usage but an analytics error: data is missing from January – May 2019. However, June – December 2019 data (726 sessions and 586 users) is comparable to June -December 2018 data (793 sessions and 761 users).

Sessions and Users to HealthyChoicesLA.org (2019*)

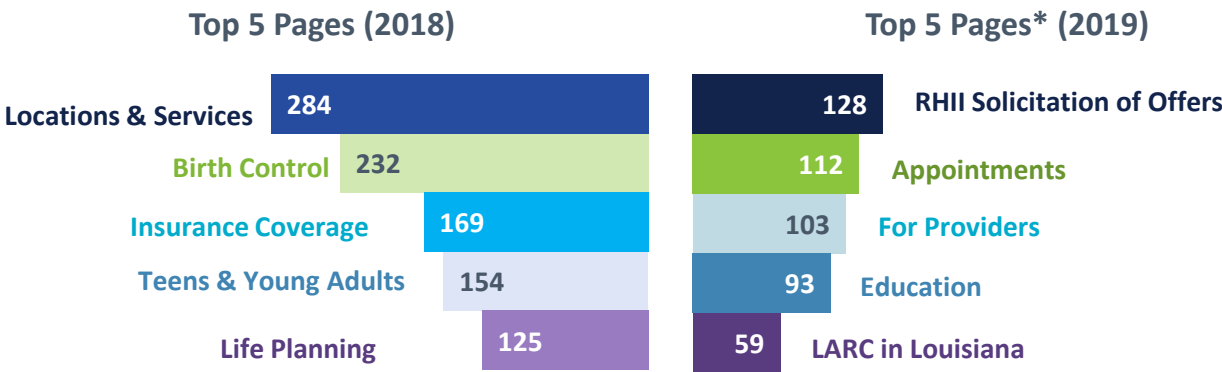


*2019 data missing Jan-May

Pageviews

The graph below shows the top five pages viewed (not including the home page) by users to HealthyChoicesLA.org in 2019, as compared to 2018. Page rankings are difficult to compare between the two years, as the website was redesigned and now has different webpages. The redesign was guided by the website’s previous analytics (what content was most popular) and shifting program goals. In addition, text-heavy pages from the original site design were turned into infographics, and pages were combined to make it easier for users to find information. After this reconstruction, the top three pages in 2019 were [RHII Solicitation of Offers](#), [Appointments](#), and [For Providers](#). The [RHII Solicitation of Offers](#) page is where community health centers can learn more information and apply to the Reproductive Health’s Integration Initiative (RHII). The [Appointments](#) page contains a Clinic Finder widget to find nearby clinics and an infographic that shows tips on all aspects of making an appointment. The [For Providers](#) page has more information about RHII and links to the website’s blog.

Top 5 Healthy Choices Pages without Home Page



*Jan-May 2019 data missing

Website Data | Topic-Specific Websites

LACCHC.org

The Louisiana Child Care Health Consultant (LACCHC) Program website launched mid-2013. It provides general information on the program, a public directory of consultants, a platform for certified consultants to access password-protected content, and consultant training information. The information below shares the number of users and sessions to the site, as well as shares the number of views to each webpage.

Website Usage

Due to a technical analytics error, there is no 2019 data for the site. In 2018, January – May 2018 data was lost when the site was transitioned to another Content Management System (CMS). As a result, we are only able to report 409 sessions and 409 users in 2018. In 2017, there were 3,184 sessions and 2,107 users. In 2016 there were 4,747 sessions and 3,763 users to the site.

Pageviews

Due to the analytics error, there is no 2019 data for the site. However, the page rankings on [LACCHC.org](https://www.lacchc.org) remained unchanged from 2016-2018. We can assume that a change in rankings in 2019 was unlikely, even without analytics data. The graph below shows the top five most-viewed pages (excluding the home page) on [LACCHC.org](https://www.lacchc.org) from 2016 to 2018 (note missing July 2017 – May 2018 data).

Top 5 LACCHC Pages without Home Page (2016 – 2018)



*July 2017 – May 2018 data missing

Website Data | Topic-Specific Websites

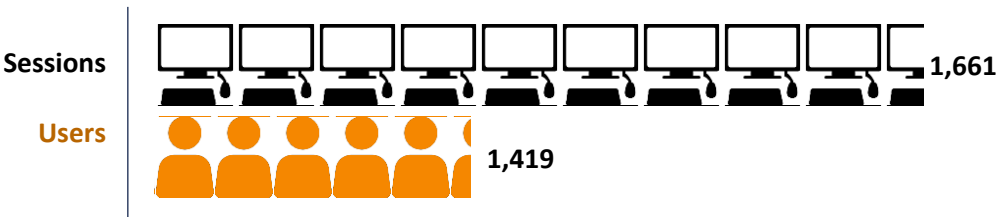
LouisianaLAUNCH.org

The Louisiana LAUNCH (Linking Actions to Unmet Needs in Children’s Health) website launched in 2017. The website was supplemental to a pilot program, Louisiana Project LAUNCH, which was part of a national initiative to increase healthy child development. The pilot was centered in the Lafayette area and ran from September 2013 – August 2018. The website provides guidance and resources for providers and families across the state on how to promote healthy emotional and cognitive child development. Although the pilot ended, the site continues to draw visitors and is promoted via Facebook, Twitter, and other BFH-managed websites.

Website Usage

In 2019, LouisianaLAUNCH.org saw 1,661 sessions and 1,419 users, which is a minor increase compared to 2018 when there were 1,640 sessions and 1,352 users to the site.

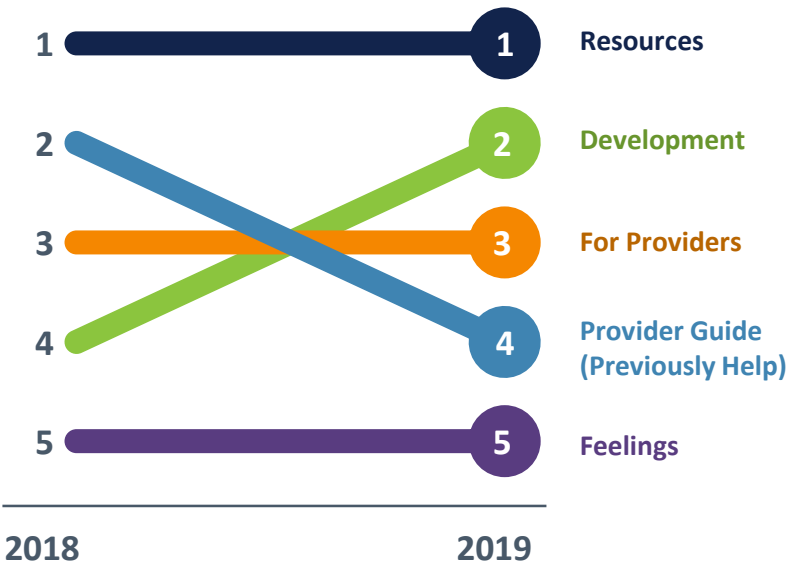
Sessions and Users to LouisianaLAUNCH.org (2019)



Pageviews

The graph below shows the top five pages viewed (not including the home page) by users to LouisianaLAUNCH.org in 2019. The [Resources](#), [Development](#), and [Feelings](#), pages maintained their ranking between years, while the “Help” and “For Providers” pages switched ranking.

Top 5 Louisiana LAUNCH Pages without Home Page



An abstract graphic composed of several thick, curved lines in various colors (dark blue, teal, light blue, purple, yellow, orange, green, and red) that sweep across the page, creating a sense of dynamic movement and interconnectedness.

SOCIAL MEDIA DATA

(2009 – 2019)

Social Media Data

Introduction

BFH's social media presence began on Facebook and Twitter in 2009, with "Sammy the Stork" as the public persona for a preconception health advertising campaign with a corresponding website: TheStorkReality.org. In July 2014, the social media strategy was placed under administrative review by the Louisiana Department of Health and posting was halted for the remainder of the year.

In 2015, Sammy the Stork's Facebook and Twitter accounts were rebranded as *Partners for Healthy Babies* social media accounts. Under the new name and brand, *Partners for Healthy Babies* operated without Sammy as a spokesperson, and posted as a helpful, expert program speaking directly to pregnant people, parents, and, to a lesser extent, family health providers. Active posting to social media resumed in March 2015.

New Social Media Strategy

In Mid-2017, the BFH communications team realized that most BFH resources and programs targets providers, not parents and families. Accordingly, most of our social media followers were also professionals – not the intended audience of pregnant people and families. To develop a new social media strategy, the team researched best practices for health-focused, organizational social media accounts, and learned the following:

- The general public is more likely to follow social media accounts managed by their direct providers than accounts managed by government agencies or non-profits.
- The general public is more likely to trust health information shared by their health and social services providers than information they find on social media.
- Healthcare and social service providers actively follow relevant professional organizations and health experts (including government agencies) on social media, often to keep up with training opportunities and the latest health news or research.

The team determined that targeting health and social service professionals was a more effective approach than cultivating an audience of pregnant people and families. With this approach, BFH can promote its resources and services for providers/professionals directly to our followers, and our followers can pass along parent-focused health information and services to their patients and clients. As such, the team modified all social media content accordingly, strategically engaged with relevant professional organizations' and associations' Facebook and Twitter accounts, and curated our follower lists. At the same time, BFH paid for ad campaigns to promote the Partners for Healthy Babies (PHB) website and Helpline on Facebook, Twitter, and Google; and the Give Your Baby Space (GYBS) website on Pandora. The PHB and Helpline ad campaign included A/B testing to test the effectiveness of different messages to different target audiences. A/B testing results showed us which ads resonated more with providers and with families. The Give Your Baby Space ad campaign aimed to share safe sleep resources to African-American Louisiana families with limited income.

In 2018, BFH continued the 2017 ad campaigns for PHB and GYBS, and also promoted the GYBS site on Facebook and on several radio stations across the state. BFH also ran an ad campaign for the Partners for Family Health website on Facebook, Twitter, and Google. The goal of this campaign was to bring awareness to the site. To learn more about these campaigns, read the [2017 Communications Report](#) and the [2018 Communications Report](#).

Social Media Data

The table below compares the 2017 and 2018 PHB Facebook and Twitter stats. The stats show that our social media strategy is working; which can be seen in the increases to the number of engagements with posts, the amount of people being reached, and the number of followers and page likes.

Facebook Stats: 2017 vs 2018		Twitter Stats: 2017 vs 2018
Engagement	Engagement with posts increased almost 6x (95,940 in 2018 vs. 16,398 in 2017).	Engagement with posts almost tripled (626 engagements in 2018 vs 235 in 2017).
Reach	Posts reached 14x more people every day (almost 20,000 average daily users in 2018 vs. 1,400 in 2017).	Posts reached 20x more people every day (49,300 people's feeds in 2018 vs 41,200 in 2017).
Number of Followers /Page Likes	There was a 73% increase in Facebook page likes (1,539 likes in 2018 vs 888 in 2017).	Twitter followers did not increase, but followers are more active. Profile visits almost tripled (2,324 visits in 2018 vs 986 in 2017).

Social Media Rebrand

Since 2016, there has been rapid growth in BFH as an organization, as additional programs and departments were folded into the Bureau. Throughout this time, BFH has not only shared content about the Partners for Healthy Babies (PHB) campaign on its social media accounts, but has also shared content about BFH's many programs and initiatives, as well as resources and information from a growing list of partnering agencies.

In October 2019, to reflect BFH's transformation as an organization, BFH's social media accounts were rebranded as Partners for Family Health (PFH). This rebrand allowed for a more easily identifiable and cohesive look that matches other public-facing items such as BFH-managed websites and printed materials. This rebrand included changing the profile names to *Partners for Family Health*, changing the profile images to the PFH design element of a pin wheel, and updating the information included on profile pages to reflect BFH as a whole, including the PHB campaign. The table below compares BFH's Facebook and Twitter analytics with 2018 to 2019 before and after the rebrand.

	2018* Stats		Before 2019 Rebrand		After 2019 Rebrand	
			Jan – Sept 2019 Stats:		Oct – Dec 2019 Stats:	
	Facebook	Twitter	Facebook	Twitter	Facebook	Twitter
Engagement	95,940	626	75,603	320	13,563	64
Post Link Clicks	71,360	67	35,306	37	1,518	15
Reach	11,674,990 impressions	34,285 impressions	6,907,868 impressions	45,216 impressions	309,907 impressions	22,218 impressions
# of Followers /Page Likes	1,539 page likes	918 Twitter followers	1,655 page likes	925 Twitter followers	1,666 page likes	930 Twitter followers

* Note, 2018 stats are higher due to the multiple ad campaigns ran that year

Social Media Data

Audience Engagement Survey

BFH used the rebrand as an opportunity to learn if social media content was relevant, fresh, and reaching the intended audience. BFH's Communications team developed an audience engagement survey that asked questions about what kind of content the participant would like to see, as well as their profession; location; and favorite healthcare-related personality/influencer, account, or organization. The survey was confidential, anonymous, and took about one minute to complete.

The survey was promoted on BFH's social media pages, internally, and within BFH's bimonthly eNewsletter. To see survey questions, visit Appendix D, Support Document 1D. The survey was open for two and a half months at the end of 2019 and the survey results were analyzed and used to create a new social media plan with a January 2020 start date.

Social Media Strategy Results

The following pages will provide data analysis to assess if BFH is engaging with desired target audience. Shifting target audiences, rebranding, and the survey are all efforts by BFH to increase user engagement and to provide relevant content to desired target audience. The 2020 report will analyze the success of the audience engagement survey and 2019 rebranding efforts.

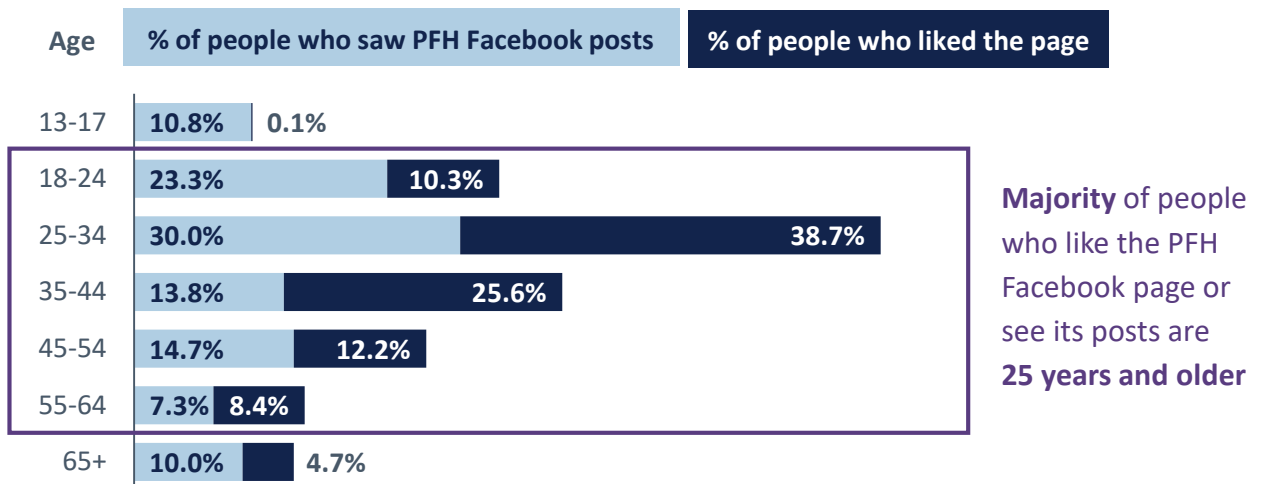
Social Media Data | Facebook

Who sees the Partners for Family Health (PFH) Facebook page?

The graph below shows the reach of the Facebook page (the number of people who see the posts, even if they do not follow the page) and the number of people who “liked” the page in 2019. In 2019, 132 people liked the page, which is a 79.15% decrease from 2018 when an advertising campaign ran on social media and Google.

As most providers are 25 years and older, age is used as a metric to help determine if engagement efforts targeting providers is successful. Referring to the graph below, the majority of the people who liked the PFH Facebook page and who are exposed to its content are 25 years and older.

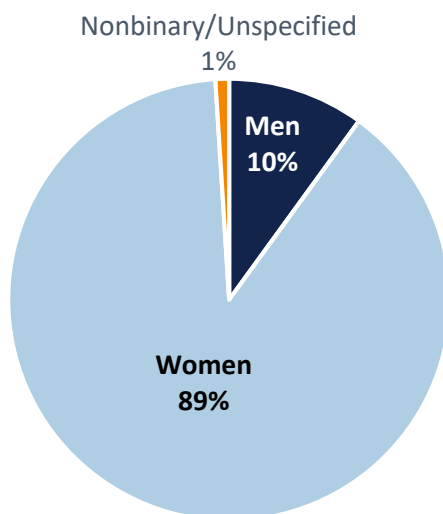
User Age Data Suggests PFH Facebook Content is Reaching the Target Audience



Women are More Likely to “Like” the PFH Facebook Page and See Posts than Men

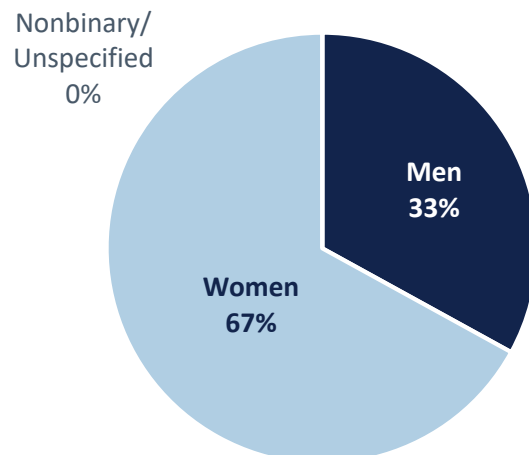
PFH FANS BY GENDER

Page Fans denote people who “liked” the PFH page



PFH POTENTIAL REACH BY GENDER

This metric measures people who are likely to see posts in their newsfeed, even if they have not “liked” the page



Social Media Data | Facebook

How Do People React to PFH Facebook Content?

The table below shows Partners for Family Health Facebook page activity in 2019. In 2019, there were Facebook ads that ran 9 months out of the year, which equates for such the large spike in impressions and engagement when there were ads running and when ads weren't running (see table below). There was a total of 132 net "likes" (total "likes" minus "unlikes"). The total number of posts created in 2019 increased by 33.7%, as compared to 2018.

	Fans		Impressions (views)			Engagement		
	Likes	Unlikes	Organic*	Non-Organic*	Posts Sent	Reactions	Comments	Shares
Jan	30	5	15,674	435,4098	41	1,722	59	242
Feb	12	3	11,550	497,332	33	422	32	166
Mar	6	3	5,466	0	43	78	4	44
Apr	15	1	10,371	286,587	45	194	25	132
May	16	0	8,520	356,869	38	226	28	142
Jun	22	7	8,530	393,787	43	254	29	118
July	16	4	8,852	348,120	39	250	27	162
Aug	16	2	10,133	321,566	36	198	28	117
Sept	15	2	6,674	263,275	44	194	32	125
Oct**	20	13	5,890	298,238	42	154	21	96
Nov**	7	2	2,805	0	43	82	3	45
Dec**	1	2	2,347	0	33	59	13	38
TOTAL	176	44	96,812	7,119,352	480	3,833	301	1,427

*Organic impressions occur when a post appears on someone's feed for free. Non-organic impressions occur when a paid post or ad is displayed on someone's feed.

**Facebook and Twitter Rebrand

***Months bolded and italicized denotes when Facebook ad campaigns ran (Jan 1 – 24th ads ran promoting PartnersForFamilyHealth.org; Jan – Feb and Apr – Oct ads ran promoting GiveYourBabySpace.org)

Social Media Data | Facebook

Top 5 Facebook Posts in 2019 by Reach

The posts below are the top 5 posts by reach, meaning these posts had the highest potential for people to see them, whether they follow the page or not. It also lists engagements, which includes if people liked, commented, shared or clicked on anything in the post.

1

AUG 6th

1,073 REACH 66 ENGAGEMENTS

Have you heard of the 10 Steps to Successful Breastfeeding? The Gift program uses these 10 internationally-recognized steps to increase breastfeeding rates, improve the quality of maternity services, and enhance patient-centered care. Learn more at thegiftLa.org

2

MAY 22nd

731 REACH 17 ENGAGEMENTS

It's #EMSWeek! If you're passing through the Capital building in Baton Rouge today, visit our table to learn more about the EMS for Children program and celebrate Louisiana's dedicated first responders! Learn more about the Louisiana #EMSC program at <https://partnersforfamilyhealth.org/emsc/>

3

JAN. 2nd

Image of "The Babywearing Dad"



650 REACH 59 ENGAGEMENTS

4

OCT. 11th

619 REACH 44 ENGAGEMENTS

It's a snap! For #SIDSAwarenessMonth, take a pic of baby, grandbaby, niece, or nephew sleeping safely & share with your friends/followers. Use #SafeSleepSnap to spread the word about safe infant sleep. <http://bit.ly/2WDRkk0>

5

AUG. 26th

601 REACH 20 ENGAGEMENTS

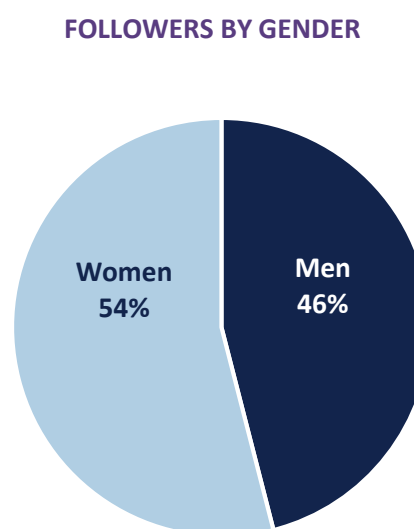
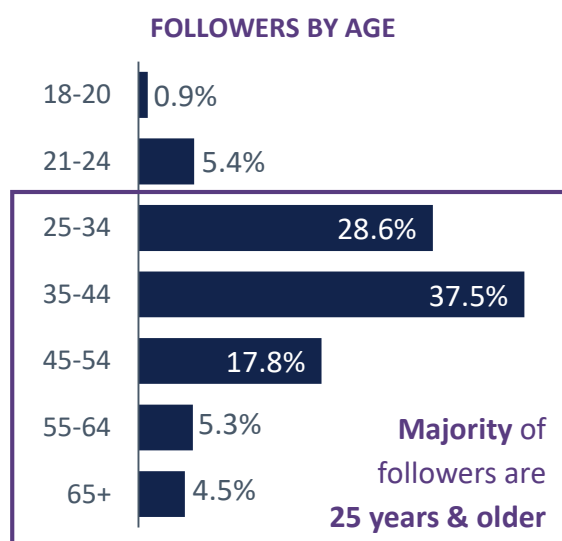
It's Black Breastfeeding Week! There is a large racial disparity in breastfeeding rates, with black women being less likely to initiate breastfeeding than other races. Physician and peer support is one of many ways to help decrease this gap. In addition to providing support to your patients, connect them to other resources using LABreastfeedingSupport.org.

Social Media Data | Twitter

Who Sees the PFH Twitter Page?

The graphs below show the demographics of Twitter followers by age and gender. In 2019, there were 930 followers to the Twitter page, which is a 1.3% increase from 2018, and a 2.8% increase from 2017.

As most providers are 25 years and older. Age is used as a metric to help determine if engagement efforts to the provider target audience are successful. Referring to the graphs below, the majority of PFH Twitter followers are 25 years and older. Audience demographics have not changed significantly between 2018 and 2019.



How Do People React to PFH Twitter?

The table below breaks down the activity for the PFH Twitter page in 2019 by fans, impressions, and engagement. In 2019, there were 22 new followers and 89 likes.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct***	Nov	Dec	TOTAL
Tweets sent*	33	24	29	30	31	37	32	27	34	32	27	27	363
New Followers**	3	0	1	3	1	0	3	2	3	1	5	0	22
Organic Impressions	3,458	2,480	5,805	3,272	4,442	5,865	6,739	6,719	6,436	10,254	5,210	6,754	67,434
<p>*Tweets sent includes published text, videos, photos, & links</p> <p>**New Followers does not include number of users who unfollowed PFH Twitter page</p> <p>***The large # of impressions is due to LDH sharing a post about safe sleep. The post ranked #4 of the top 5 Facebook posts and ranked #6 of the top Twitter tweets.</p>													
Tweet Engagement:													
Replies	2	1	1	0	0	0	0	0	1	0	0	0	5
Retweets	3	5	14	2	3	3	8	2	2	1	1	2	46
Likes	8	5	24	7	3	14	10	3	4	7	3	1	89

Social Media Data | Twitter

Top 5 Tweets in 2019 by Reach

The tweets below are the top 5 posts by reach, meaning these posts had the highest potential for people to see them. It also lists engagements, which includes if people liked, replied, retweeted, and clicked on anything in the post: a website link, the media, hashtags, detail expand, and user profile.

1 **SEPTEMBER** **24,447 REACH 1 ENGAGEMENT**
This #NationalHispanicHeritageMonth (Sept.15 - Oct.15th), reflect on Hispanic Americans' service & contributions to our nation. Tag a person or organization who's made an impact in your community (and beyond!). We would like to give a big thank you for your service!

2 **MARCH** **15,434 REACH 42 ENGAGEMENTS**
On 4/11-17 @BlkMamasMatter is leading the 2nd Annual #BlackMaternalHealthWeek! 📅✅👤 This year's theme is "Decolonizing Research to Develop Meaningful Policy for Black #MaternalHealth." Stay connected for more info on #BMHW19: <https://bit.ly/2Wbxwot>

3 **JULY** **14,467 REACH 3 ENGAGEMENTS**
We're at the end of International Group Strep B Awareness Month, but you don't have to stop talking about it. The American Pregnancy Association compiled a list of frequently asked questions that you can share with your patients all year long! <https://bit.ly/2jiNOri>

4 **JULY** **13,883 REACH 23 ENGAGEMENTS**
#TropicalStormBarry is likely to affect multiple parts of #Louisiana. Are you, your family and your patients or clients #prepared? Find Louisiana emergency prep resources, including key phone numbers and websites, here: <https://bit.ly/30wEkiu>

5 **DECEMBER** **7,823 REACH 9 ENGAGEMENTS**
International Day of People with Disabilities is a time to celebrate and support people with #disabilities. We offer services to help children with special #healthcare needs maximize their ability to live independent lives. Learn more at <https://bit.ly/2sliU3v>

An abstract graphic composed of several thick, curved lines in various colors: dark blue, light blue, green, orange, and purple. These lines sweep across the page, creating a sense of movement and energy. They appear to be overlapping and flowing from the top right towards the bottom left.

PROMOTIONS

2019

Promotions | Introduction

Promotions via Printed Materials

Over the years, the *Partners for Healthy Babies* website, the helpline, the *Partners for Family Health* website, and the *Give Your Baby Space* website have been promoted in a variety of ways. In recent years, when budget is available, promotional efforts have focused on online advertising campaigns. However, the websites and helpline have always been promoted via printed materials as well.

PARTNERS FOR HEALTHY BABIES BUSINESS CARD

Given to staff, providers, and community partners to give to pregnant women, parents, and families.



GIVE YOUR BABY SPACE POSTCARD #1

Given to staff, providers, and community partners to give to pregnant women, parents, and families.



Promotions | Introduction

GIVE YOUR BABY SPACE POSTCARD #2

Given to staff, providers, and community partners to give to pregnant women, parents, and families.

(front)



(back)



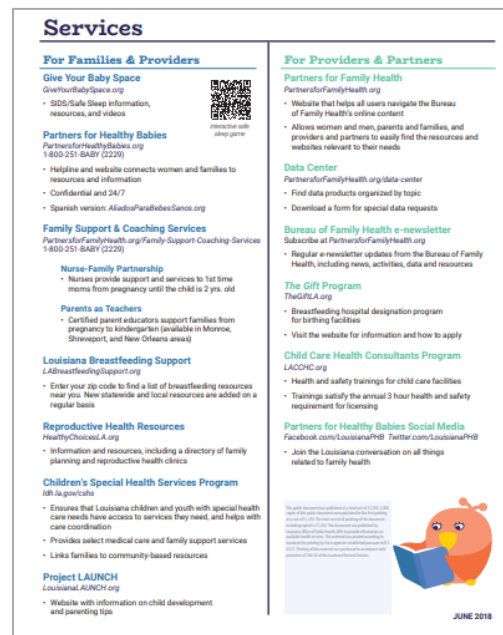
GIVE YOUR BABY SPACE FLYER

Given to staff, providers, and community partners to give to pregnant women, parents, and families.

(front)



(back)



The next section of this report analyzes online advertising efforts for the Partners for Family Health website and the Give Your Baby website.

Promotions | Partners for Family Health Website

Strategic Plan

(Support Materials in Appendix C)

A strategic plan was developed in 2017 to increase traffic to the site through the use of digital (Google, Pandora, and social media platforms) and traditional (radio) advertising channels. Implementation began in 2017 and continued in 2019.

Strategic Plan Summary:

1. Optimize the site for search engines to find (Search Engine Optimization - SEO) (2017).
2. Enhance program webpages, build a searchable Data Center to house BFH- and partner-created fact sheets and reports, and improve site navigation and usability (2018).
3. Amend the social media strategy to exclusively target providers, as compared to targeting pregnant women, new parents and families (2018).
4. Promote the website on multiple platforms and position PFH as a helpful resource where anyone - a pregnant woman, a new parent, a caregiver, a provider, or a public health professional, etc. – can easily find what they are looking for in regards to trusted Louisiana health resources, information, and services (2018 and subsequent years).
5. Create a customizable widget that partners can use to link to PartnersForFamilyHealth.org on their own sites (2019).
6. Move newsfeed from Partners for Healthy Babies site to Partners for Family Health site (2019)
7. Ensure the content on all PFH-focused platforms – including the PFH website, social media pages, and digital and other advertising – works together and is interconnected without becoming redundant.
8. Because PFH targets multiple audiences, it is especially important that social media content and advertising that refers back to the site is tailored to specific audience segments. Ensure that ads and social media content match the target audience of the webpages they link to (e.g. ads and social media posts targeting childcare centers should link to content specifically for childcare centers) (continuous).
9. Audience-informed social media content review and improvements (2019 and 2020).

2019 Website Promotion:

A multi-media awareness campaign ran from December 27, 2018 to January 24, 2019.

- Ads were placed on Facebook, Twitter, and Google and consisted of static (non-moving images) ads and animated ads. To view ads, visit Appendix C.
- From January 15 – March 31, 2019, there was a radio and pandora ad campaign that consisted of four 30-second ads. To view the ads' scripts, visit Appendix C, Support Document 8C.

Static Ads: Facebook & Twitter

16 static ads ran on Facebook and Twitter. Eight of the ads targeted families and eight targeted providers and community partners. The ads directed users to four different temporary web pages known as "landing pages," based on the content direction of the ad. **These landing pages were only live during the ad campaign.** There was a "Welcome Dads" landing page, a "Welcome Men, Women, and Teens," a "Welcome Partners," and a "Welcome Providers" landing page. To view the landing pages, visit Appendix C, Support Images 1C – 4C. To view the static ads categorized by landing page, visit Appendix C, Table 5C.

Promotions | Partners for Family Health Website

Family-Targeted Static Ad Themes:	Provider/Partner-Targeted Static Ad Themes:
<ul style="list-style-type: none">• Preconception/RHP (2 ads)• Early Family (2 ads)• General Connection (1 ad)• Family Development (3 ads)	<ul style="list-style-type: none">• Hospitals (2 ads)• Provider Practitioners “In general” (2 ads)• Day Care Centers (2 ads)• Clergy (2 ads)

Animated Ads: Google Ads

There were 2 sets of animated ads that ran on Google Ads, totaling 10 ads (5 in each set). The difference between the ad sets were the messages and the visual design. Between the two sets, the ads targeted the following populations: 3 ads targeted families or parents; 3 ads targeted providers; 3 ads targeted community partners; 1 ad targeted men and women of reproductive age.

The ads linked to various pages of the Partners for Family Health (PFH) website. To see the animated ads, go to Appendix C, Support Tables 6 – 7C .

Animated Ad Set 1 Content Themes	Animated Ad Set 2 Content Themes
<p>For Providers:</p> <ul style="list-style-type: none">• Connect your patients to health care resources <p>For Community Partners:</p> <ul style="list-style-type: none">• Find health care resources for your community <p>For Men and Women</p> <ul style="list-style-type: none">• Reproductive health services <p>For Families:</p> <ul style="list-style-type: none">• Get information about healthy babies• Get connected with health care resources	<p>For Providers:</p> <ul style="list-style-type: none">• PFH is the “go to” resource for Louisiana data, reports, and more• PFH provides technical assistance and training to help you in your work <p>For Community Partners:</p> <ul style="list-style-type: none">• Health Ministry – Go to PFH to find health tips and local services you can pass along to your congregation/community.• Childcare centers – Go to PFH to find health tips and Louisiana resources you can share with your clients. <p>For Fathers:</p> <ul style="list-style-type: none">• PFH has health tips, information, and resources dads can use to care for their babies.

Campaign Results

- Both campaigns were highly successful in bringing users to the site. Between January to March 2019*, PartnersforFamilyHealth.org saw 43,962 users and 83,504 pageviews. During the same time period in 2018, there were 808 users and 3,464 pageviews.
- Web traffic analytics also show that between January to March 2019, users viewed roughly one and a half pages per session after viewing an ad, and visited the site for 35 seconds. For the rest of the year (April – December 2019), users viewed two pages per session and stayed on the site for almost 1 ½ minutes. These analytics tell us that the ads are effective in bringing users to the site, but aren’t keeping them there. This information will be useful when planning future advertising campaigns.

* Ad campaign 1: Jan. 1 – 24, 2019; Ad campaign 2: Jan. 15 – Mar. 31, 2019

Promotions | Give Your Baby Space Website

From **October 9, 2018 to February 28, 2019** BFH ran a series of static online ads to promote the safe sleep website, GiveYourBabySpace.org. When users clicked on the ads, they were directed to various pages of the website. The campaign targeted Louisiana families and providers (ages 18 – 55 years old), and the goals were to (1) increase the traffic to the website and (2) increase awareness of the site, and therefore awareness of safe sleep practices.

Audience targeting was achieved through audience-focused creative development (the content and design of the ad is relevant and appealing to specific populations) and through the use of targeting options offered by social media platforms, which allowed us to show ads only to people within a specific age range and geographic location.

The campaign originally consisted of four static ads (non-animated) and one safe sleep video. The video depicts a father sharing his story of how he lost his child to unsafe sleep practices. On October 29, 2018, a fifth static ad was added to the campaign.

Between **April 1st to October 31, 2019**, BFH relaunched the same ad campaign and expanded the age range from 18 – 55 years old to 16 – 55 years old. Pictures of the ads are below.

Safe Sleep Ad #1



Safe Sleep Ad #2



Safe Sleep Ad #3



Safe Sleep Ad #4



Safe Sleep Ad #5



Father Video



Promotions | Give Your Baby Space Website

Campaign Results

To see full campaign results, visit Appendix C, Support Table 9 – 11C.

- **Goal #1: Increase traffic to the site.** The campaigns (Ad campaign 1: Oct. 9, 2018 – Feb. 28, 2019; Ad campaign 2: Apr. 1 – Oct. 31, 2019), were highly successful in increasing traffic to the website. Between Oct. 9th – Feb. 2019, there were 10,808 visitors to the site who completed 12,426 sessions (Jan. – Feb. 2019: 3,804 visitors who completed 2,500 sessions). Between April – October 2019, there were 7,536 visitors to the site who completed 8,091 sessions. During months when a campaign ran, there was an average of 1,180 visitors to the site and an average of 1,176 sessions. During months when a campaign did not run (March, November, and December 2019), there was an average of 109 users to the site and 121 sessions.
- **Goal #2: Increase awareness of the site and safe sleep practices.** During the campaigns, 75% of users came to the site from social media platforms (Facebook & Instagram), as compared to 22% when a campaign did not run.
 - Not including the homepage, the top three pages viewed during both campaigns were (1) the *Families* page, (2) the safe sleep quiz game, and (3) the *Order Materials* page. These pages in particular assist in increasing awareness of safe sleep practices:
 - The *families* page shares the safe sleep checklist, which provides steps to create a safe sleep environment and includes the reasons/evidence behind each recommendations.
 - The game is an interactive quiz that walks players through different infant sleep scenarios, and offers multiple choice answers that range from the least to most safe options. It is designed to offer a risk reduction approach to safe infant sleep. Players get 0 points for choosing the least safe choice, ½ a point for partially safe options, and 1 point for the safest option.
 - The *order materials* page allows community partners and providers to order educational and promotional materials. Providers/partners are encouraged to use the materials in their ongoing health education efforts with families and caregivers related to safe sleep, and to promote the website as a resource for the communities they work with.

Campaign #1 2019 (Jan. – Feb. 2019) Analytics:

- **People Reached:** The campaign reached 346,144 people and garnered 1,123,919 impressions; which means that the campaign reached 346,144 people, and those people were exposed to the ads, collectively, 1,123,919 times. The complete campaign #1 analytics can be found in Appendix C, Table 9C.
- **Overall Top Ads:**



The video and ads #3 and #4 received the most link clicks and reactions, respectively.

Promotions | Give Your Baby Space Website

Results continued

It's important to note that the most popular ads differed amongst men and women. This data is consistent with the first half of the campaign (October – December 2018).

- Top Campaign Ads for Men:

Safe Sleep Ad #2



Safe Sleep Ad #5



Safe Sleep Ad #1



Ads #2, #5, and #1, received the most attention from men, respectively

- Top Campaign Ads for Women:

Safe Sleep Ad #3



Safe Sleep Ad #4



Father Video



Ads #3, #4, and the Father Video received the most link clicks and reactions, respectively.

Campaign #2 (April 1st to October 31, 2019) Analytics:

- **People Reached:** The entire campaign reached 490,989 people and garnered 2,267,729 impressions. This means that the campaign reached 490,989 people, and they were collectively exposed to the ads 2,267,729 times.
- **Top Campaign Ads:** The overall top ads and the top ads for men were the same during both campaigns. The top ads by women during campaign 2 were ads #3, #4, and #1, respectively. Complete campaign analytics can be found in Appendix C, Table 10C.
- Please note, website analytics do not capture data on anyone under 18 years old. Therefore, it cannot be determined if 16 and 17-year olds visited the site during the 2nd campaign, where the age range was expanded from 18 – 55 years old to 16 – 55 years old. However, there is a breakdown of the ages of individuals who engaged with the ads via social media for both campaigns combined. This table can be found in Appendix C, Table 11C.

Next Steps for BFH Communications Efforts

As BFH continues to grow, the mission to reduce infant mortality and support family health remains the driving force behind BFH's and WIC's public-facing communications. The helpline, websites, and social media all work to connect women, families, and the professionals that serve them to health and wellness resources, services, and information. 2016 was a year of strategic planning; establishing new priorities and specific areas of focus. 2017, 2018, and 2019 involved executing, refining, and improving the deliverables set forth in 2016 and, creating new ones to fill identified gaps.

To better meet the needs of audience segments and reflect the growing scope of BFH programs and partners, BFH plans to:

- Continue to grow BFH programs' presence on the *Partners for Family Health* (PFH) site, ensuring all programs have a webpage.
- Create a webpage focused on BFH's efforts around health and health-related policy.
- Create a webpage focused on health equity.
- Continue to promote PFH and other websites.
- Continue to maintain our partnership with WIC, and support their communications needs.
- Evaluate, refine and expand our social media strategy to increase reach and engagement.

Continuous quality improvement will remain a key focus for all the websites and social media. Digital media will be modified and enhanced based on user and stakeholder feedback, when available. It will be essential to keep each website fresh, current and relevant in order to attract and retain users, and connect them to valuable health information and services.

Our focus for the helpline, 1-800-251-BABY, will be quality assurance. Key strategies include:

- Maintaining the quality of existing resources.
- Adding new perinatal-related resources as needed (and as new resources become available).
- Ensuring the helpline is fully equipped to assist Louisiana residents during and following disasters or other emergencies, especially as available services and resident needs change rapidly during disaster recovery.
- Improving referral mechanisms to key programs and services.
- Implementing a quality assurance system to ensure that callers are connected to the resources they need, and receive satisfactory service.
- Sharing caller feedback with external and partner agencies to help them improve their own service delivery.

Moving forward, BFH will continue to develop and test campaign messaging and explore new communication channels to ensure we connect with as many people in our various target audiences as possible, primarily health and social service providers and parents. BFH will also seek to streamline and integrate communications across various digital platforms, in order create and amplify more cohesive messages.

Glossary

As defined by Google Dictionary & Sprout Social

Engagements:

Describes how a user reacts to Facebook/Twitter post. Engagements consist of making a reaction to a post, commenting on the post, or sharing the post.

- **Comments:** The number of comments and comment replies on your posts. This is a non-unique metric (includes comments left by the same users multiple times).
- **Reactions:** The number of interactions with your posts via Reaction. Reactions include *Like, Love, Haha, Wow, Angry, and Sad*. This is a non-unique metric (includes multiple/subsequent actions).
- **Shares:** Total number of shares of your posts. This is a non-unique metric (includes multiple/subsequent actions left by the same users on the post and further comments).

Engagement Rate by Impression:

The number of times users engaged with your posts as a percentage of impressions. This indicates how engaged people are with your brand.

Google Ads:

Formerly known as Google AdWords and Google AdWords Express. Google Ads allows businesses to promote their products and services on Google Search, YouTube, and other websites. Ads are displayed at the time people are searching for the products and services you offer.

Google Display Network (GPN):

Google Display Network is a part of Google's advertising system that allows businesses to strategically show their visual ads while people are browsing their favorite websites, showing a friend a YouTube video, checking their Gmail account, or using mobile devices and apps. Displaying ads on GPN allows business to increase their reach and increase their brand's visibility (see definition below).

Impressions:

The number of times your content is displayed onto someone's social media feed. There is organic and non-organic impressions.

- **Organic Impressions:** The number of times your content was displayed—for free—onto someone's social media feed.
- **Non-organic or Paid Impressions:** The number of times your paid content—such as a Facebook Ad—was displayed onto someone's social media feed.

Likes:

- **Net Likes:** The number of Likes (paid or organic) minus the number of Unlikes.
- **Organic Likes:** When someone likes your page by organic reach.
- **Paid Likes:** When someone likes your page after viewing a paid promotion.
- **Unlikes:** When someone after liking your page, decides to unlike it.

Pageview:

An instance of a page being loaded (or reloaded) in a browser. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

Glossary

Reach:

The total number of people within your target audience who see and potentially engage with your content. There is organic and non-organic reach.

- **Organic Reach:** The number of people who saw your content—for free—in News Feed or on your Page.
- **Non-organic or Paid Reach:** The number of times your paid content—such as a Facebook Ad—was seen by someone.

Referral Traffic:

The segment of traffic that arrives on your website through another source, like through a link on another domain.

Retweet:

To repost or forward a message posted by another users.

Session:

The period of time a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave a site and return within 30 minutes are counted as part of the original session.

Source:

The origin of your traffic, such as a search engine (for example, *Google*) or a domain (*example.com*).

Unique Pageview:

The number of sessions during which a page was viewed one or more times. A unique pageview aggregates the pageviews that are generated by the same user during the same session.

User:

The number of inferred individual people (filtered for spiders and robots-which are automated computer systems), within a designated reporting timeframe, with activity consisting of one or more sessions on a site. Includes both new and returning users.

URL:

Uniform Resource Locator, it is the address of a page on the Internet.
Example: www.PartnersforFamilyHealth.org

An abstract graphic composed of several thick, curved, overlapping lines in various colors: dark blue, light blue, green, orange, and purple. The lines are arranged in a dynamic, swirling pattern that fills the right side of the page.

APPENDIX

Appendix A | Helpline

Support Table 1A: Helpline Calls Since Inception (1994-2019)

PHB HELPLINE CALLS BY MONTH & YEAR SINCE INCEPTION

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	TOTAL
1994	435	620	376	588	684	1,407	1,811	1,760	1,912	2,184	829	421	13,027
1995	748	478	553	703	682	748	429	645	469	292	387	325	6,459
1996	68	433	556	457	572	487	448	434	415	410	361	341	4,982
1997	506	306	347	462	355	408	360	198	301	317	392	322	4,274
1998	153	127	212	261	366	786	292	317	616	710	563	381	4,784
1999	443	347	440	558	517	640	396	396	258	664	365	400	5,424
2000	361	266	385	258	361	776	375	608	480	436	583	234	5,123
2001	284	213	247	347	203	296	317	418	465	536	275	317	3,918
2002	318	355	540	259	208	232	297	431	260	214	380	354	3,848
2003	393	393	241	225	194	247	658	370	420	500	251	406	4,298
2004	390	439	399	220	279	206	364	494	144	147	137	101	3,320
2005	102	85	77	129	107	101	100	208	1,729	1,926	1,438	845	6,847
2006	861	603	1,543	512	584	814	712	774	671	900	392	311	8,677
2007	939	1,202	864	519	478	445	496	447	317	761	286	297	7,051
2008	363	233	246	270	277	240	293	296	365	206	197	187	3,173
2009	264	218	261	280	268	352	390	480	469	488	471	333	4,274
2010	451	342	416	354	386	423	532	605	504	465	534	510	5,522
2011	640	467	604	490	531	711	708	777	564	556	554	608	7,210
2012	777	673	796	881	884	834	931	966	1,075	776	632	576	9,801
2013	860	628	542	606	596	533	637	595	563	511	477	455	7,003
2014	595	490	494	600	445	523	493	475	421	415	288	311	5,550
2015	418	282	339	371	313	352	357	351	302	289	269	280	3,923
2016	335	249	293	251	277	341	272	284	271	174	197	223	3,167
2017	235	164	199	148	198	204	212	188	169	182	177	139	2,215
2018	260	169	122	168	146	106	145	177	151	183	123	127	1,877
2019	124	104	95	107	136	82	141	124	153	198	101	130	1,495

Appendix A | Helpline

Support Table 2A: Top 5 Reasons for Helpline Calls (2015-2019)

	2015	2016	2017	2018	2019
1	WIC/Food Stamps			WIC	
2	Immunizations	Gen. Assistance	Maternity Goods	Gen. Assistance	Potential/ Testing
3	General Assistance	Immunizations	Gen. Assistance	Potential/ Testing	Miscellaneous
4	Potential/Testing			Miscellaneous	Unknown
5	Maternity Goods	Miscellaneous	Immunizations	Food Stamps	Immunizations

Support Document 3A: Helpline Resource Email (Implemented in August 2016):

Hi there,

Thanks for calling the Partners for Healthy Babies Helpline! We hope we helped you find what you need. As promised, here are a few helpful resources:

Think you don't qualify for Medicaid? Might be time to think again!

Since July 1, 2016, more Louisiana adults (both men and women) qualify for full Medicaid health insurance coverage than ever before. This means that if you or anyone in your family didn't qualify for Medicaid before July 1, 2016, you may qualify now!

- Find out the new requirements for Louisiana Medicaid – including new, higher income limits – at healthy.la.gov.
- Apply for Medicaid at healthcare.gov.

Expert help from home visitors

If you are pregnant or a new mom, you and your family may be able to get expert support in your home from a nurse or trained parenting educator. Your personal expert can help you in so many ways, from having a healthy pregnancy, to coaching on child development, to helping you reach your life goals.

- Find out more about home visiting programs on our [website](http://www.healthybabies.org).
- Call [FIRST NAME LAST NAME at PHONE NUMBER] for more information and to sign up for the program.

Health and safety tips delivered straight to your phone

Text4baby is a free text messaging service that sends you 3 text messages a week to help you through your pregnancy and baby's first year. Text4baby messages are timed to your due date/child's birthday, and are developed by health experts. Did we mention it also has an appointment reminder feature?

- Find out more about Text4baby on their [website](http://www.text4baby.org).
- Sign up for Text4baby by texting BABY to 511-411.

Healthy Eating Tips

Check out the attached brochure for tips on eating healthy as a family.

Find breastfeeding support at lbreastfeedingsupport.org

Enter your zip code to find a list of breastfeeding resources near you, including community breastfeeding support/education groups, WIC clinics, and other helpful programs. New statewide and local resources are being added on a regular basis, so check back if you don't see what you need today!

Thanks again for calling! Let us know how we did with this 2 minute [online survey](http://www.healthybabies.org).

Appendix A | Helpline

Support Table 4A: Abortion Alternative calls, WIC Pamphlets, Text4baby referrals, & Live Chat by year (2015 – 2019)

	2015	2016	2017	2018	2019
Abortion Alternative Calls	10	7	11	11	190
WIC Eating Healthy Pamphlet* (includes pamphlets attached in email)	201	313	503	331	106
WIC Breastfeeding Pamphlet* (includes pamphlets attached in email)	201	88	503	331	106
Text4baby Referrals*	142	51	503	331	106
Live Chat**	--	--	0	19	12

*Began to email additional resources in 2017

**Live Chat services began mid-December of 2017

Support Table 5A: Abortion Alternative Calls, Follow-Up Email, & Live Chat by month (2019)

	Abortion Alternatives Calls	Follow-Up Email	Live Chat
JANUARY	1	23	2
FEBRUARY	0	18	0
MARCH	0	16	0
APRIL	2	8	0
MAY	20	9	3
JUNE	14	5	0
JULY	17	3	0
AUGUST	28	3	3
SEPTEMBER	32	5	0
OCTOBER	33	10	2
NOVEMBER	21	3	1
DECEMBER	22	3	1
TOTAL	190	106	12

Appendix B | Partners for Healthy Babies Website

Support Table 1B: Top 10 PHB Content Page Views w/out Home Page*





















Page	2019	2018
1. "I'm a Parent" – Home views: 1,844	–	202,590
2. Social Service views: 831	–	7,168
3. Financial Resources views: 626	–	6,191
4. Healthcare Resources views: 592	–	5,152
5. About Us views**: 328	↗	921
6. Pregnancy views: 4,970	–	4,970
7. Contact Us views**: 194	↗	727
8. Helpful Links views**: 127	↗	4,970
9. "New Moms" views: 112	↗	616
10. News story: <i>La Maternal Mortality Review Report Released Sept. 2018</i> views**: 111	↗	197

*1-10 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same --)

**Webpages that are new to the top 10 viewed pages

Appendix B | Partners for Family Health Website

Support Table 2B: Top 10 PFH Content Page Views including Home Page*

Page	2019	2018
1. Welcome Men, Women & Teens** views: 26,821		
2. Welcome Providers** views: 19,809		
3. For Parents & Families – Home views: 15,558		
4. Welcome Partners** views: 10,354		
5. PFH Home page views: 4,649		
6. About Us views: 3,174		
7. Data Center Results		
8. Louisiana Perinatal Quality Collaborative views: 2,914		
9. Data Center views: 2,369		
10. ACE Educator Program views: 2,354		





















*1-10 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same --)

Ranking includes the home page, as it was not the most viewed page.

**Pages were part of a campaign that ran during January 1 – March 31, 2019

Appendix B | *Women, Infants, & Children Website*

Support Table 3B: Top 10 WIC Content Page Views w/out Home Page*

Page	2019	2018
1. How to Apply views: 57,786		
2. WIC Locations views: 26,998		
3. WIC Community views: 5,383		
4. WIC Benefits views: 5,040		
5. WIC Food Categories views: 4,833		
6. WIC Lifestyle views: 4,601		
7. Welcome to WIC views: 4,504		
8. WIC Foods – It's All Good views: 3,192		
9. Contact Us views: 2,949		
10. WIC Breastfeeding views: 1,448		

*1-10 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same --)

Appendix C | *PartnersForFamilyHealth.org Campaign*

Support Image 1C: “Welcome Dads” Landing Page

Partners For Family Health Louisiana

- < For Women and Men
- < For Parents and Families
- < For Providers and Partners
- About Us
- Data Center

Welcome Dads!

Be your child's hero! Learn what dads can do to get ready for a new baby, help mom, and keep kids healthy. Partners for Family Health has lots of resources to help you learn and build great dad skills.

What You Can Do Before Your Baby Arrives

Find out what you can do to prepare for baby! Help mom stay healthy and access the services she needs.

[Find Out More >](#)

What You Can Do After Your Baby Is Born

Get connected with an expert partner who can help you and mom with parenting, newborn care, finances, life goals, and more!

[Find Out More >](#)

What You Can Do As Your Baby Grows

Find out how to respond to your baby's and young child's emotions, and help them reach important developmental milestones.

[Find Out More >](#)

Give Your Baby Space!

Helping Your Baby Sleep Safely

How and where our babies sleep makes a big difference in their health! Learn how you can keep your baby safe.

[Find Out More >](#)

Learn About Birth Control and Family Planning

Not ready for another baby just yet? Get connected with resources for birth control, family planning, and more.

[Find Out More >](#)

Subscribe to Our Newsletter!

Providers and partners are invited to subscribe to the Bureau of Family Health Newsletter. Keep up with the latest news about programs and efforts within the Bureau of Family Health and related organizations.

Full Name Email Address

LOUISIANA DEPARTMENT OF HEALTH **MAILING ADDRESS**

Appendix C | PartnersForFamilyHealth.org Campaign

Support Image 2C: “Welcome Men, Women, and Teens” Landing Page

Partners for Family Health Louisiana

- < For Women and Men
- < For Parents and Families
- < For Providers and Partners
- About Us
- Data Center

Welcome!

Men, women, teens...everyone has to make decisions about their health! But good health is about more than just healthy food and exercise. Sexual health and family planning are important, too. Partners for Family Health can get you connected with high quality, affordable reproductive health resources.

Reproductive Health Checkups
Connect with caring and specially trained nurses and providers who will help you make informed decisions about your reproductive health.
[Find Out More >](#)

Birth Control
Find the birth control that's best for your body and lifestyle. The Reproductive Health Program offers all FDA-approved forms of birth control.
[Find Out More >](#)

Pregnancy Testing
Think you might be pregnant? Access pregnancy testing and counseling at more than 60 clinics statewide.
[Find Out More >](#)

STD/STI Testing and Treatment
Make an appointment for a complete and confidential STI or HIV screening. Or, get the treatment you need.
[Find Out More >](#)

Family Planning Education and Counseling
Start thinking about your life plans, including how, when and whether children fit in. Connect with a family planning counselor.
[Find Out More >](#)

Preventative Health Screenings
Take charge of your health. Make an appointment for breast cancer and cervical cancer screenings, including Pap Smears.
[Find Out More >](#)

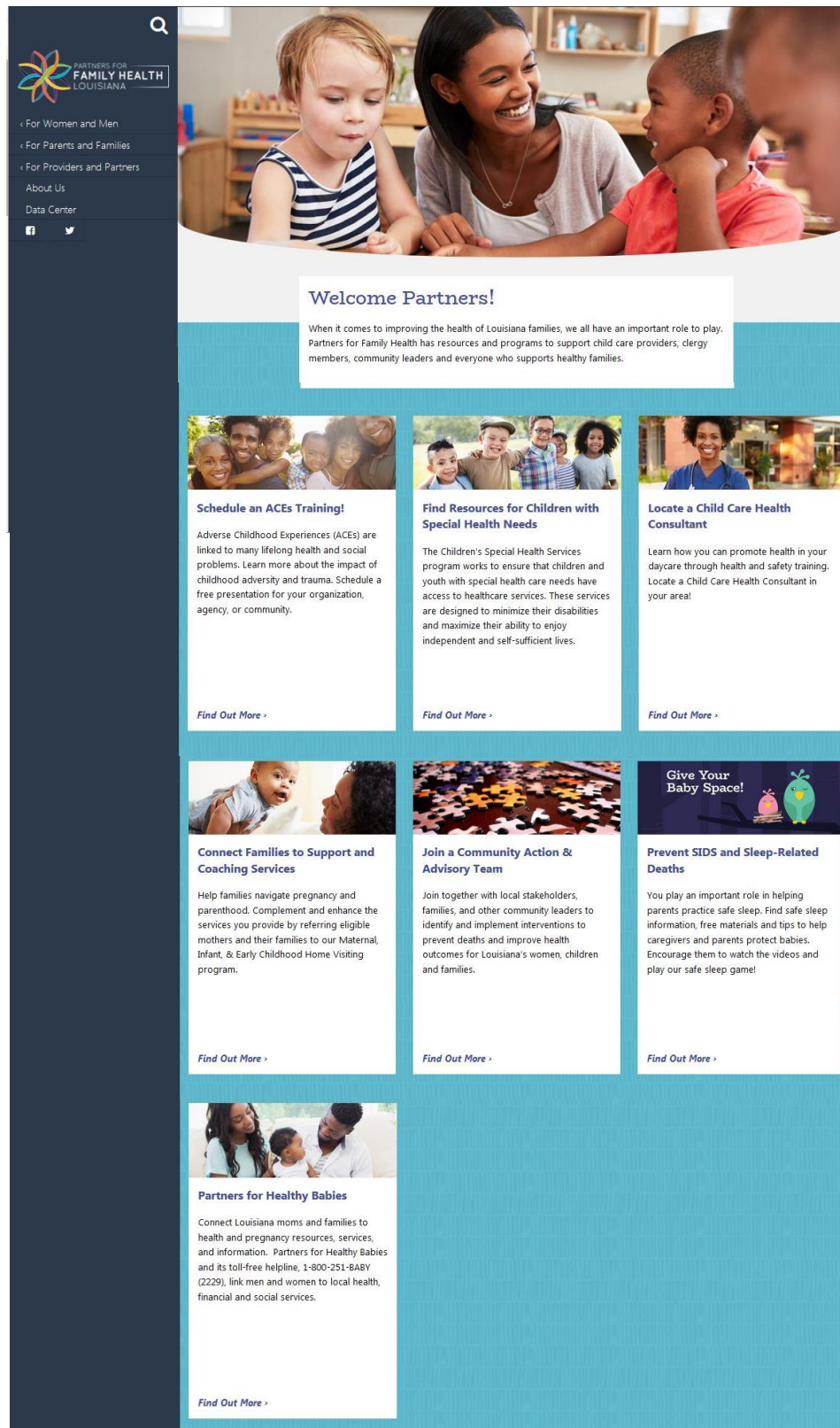
Subscribe to Our Newsletter!
Providers and partners are invited to subscribe to the Bureau of Family Health Newsletter. Keep up with the latest news about programs and efforts within the Bureau of Family Health and related organizations.

Full Name Email Address

LOUISIANA DEPARTMENT OF HEALTH **MAILING ADDRESS**

Appendix C | PartnersForFamilyHealth.org Campaign

Support Image 3C: “Welcome Partners” Landing Page



Appendix C | PartnersForFamilyHealth.org Campaign

Support Image 4C: “Welcome Providers” Landing Page

Partners For Family Health Louisiana

- < For Women and Men
- < For Parents and Families
- < For Providers and Partners
- About Us
- Data Center

Welcome Providers!

When it comes to improving the health of Louisiana families, we all have an important role to play. Partners for Family Health has resources and programs to support healthcare providers, hospitals, clinics, and medical practices in Louisiana. We can help you improve patient outcomes in and beyond the clinical setting.

Looking for reliable information about the health and well-being of Louisiana women, children and families? Find public health data and statistics in our [Data Center](#).

RHP
REPRODUCTIVE HEALTH PROGRAM

Reproductive Health Program

The Reproductive Health Program serves men and women with over 60 clinics located around the state. Find information and resources related to sexual health and family planning for teen and adult patients.

[Find Out More >](#)

Access Developmental Screening Resources & Trainings

Help improve early detection of developmental delays and disabilities in children. Find free, personalized trainings, as well as fact sheets, screening instruments, and more.

[Find Out More >](#)

Give Your Baby Space!

Safe Sleep Practices

The Give Your Baby Space campaign teaches caregivers the safest ways for babies to sleep. The website has resources and free materials that providers can use to educate caregivers on how to reduce their babies' risk of Sudden Unexpected Infant Death (SUID).

[Find Out More >](#)

The Gift

Increase Breastfeeding Rates & Hospital Success

Improve the quality of maternity services and enhance patient-centered care at your hospital. Enroll in *The Gift*, an evidence-based hospital designation program for Louisiana birthing facilities.

[Find Out More >](#)

Get to Know the Bureau of Family Health

The Bureau of Family Health (BFH) has resources and services for Louisiana families, as well as programs and data to support healthcare professionals in their work. Connect to the BFH resources that are best for you, your hospital or clinic, and the people you serve!

[Find Out More >](#)

Advance Equity & Improve Health Outcomes

Get involved with the Louisiana Perinatal Quality Collaborative (LaPQC) to enhance your continuous quality improvement activities. Learn how Louisiana hospitals are working together with LaPQC to improve maternal and infant health outcomes.

[Find Out More >](#)

[Subscribe to Our Newsletter!](#)


Appendix C | *PartnersForFamilyHealth.org* Campaign

Support Table 5C: Static Ads Categorized by Landing Page

Theme	WELCOME PROVIDERS WEB PAGE ADS	
Hospitals	 <p>Hospital Quality Insights Find data and resources to guide your quality improvement activities. It's a breeze.</p>	 <p>Patient Care Support It's a breeze to find social support resources to share with your patients. Visit PartnersforFamilyHealth.org</p>
Provider Practitioner	 <p>Extra Help for Clients Help your clients find home visiting, nutrition, and other social supports in Louisiana. It's a breeze.</p>	 <p>Extra Help for Patients Find health tips, Louisiana social support services and community resources to share with your patients.</p>
	WELCOME PARTNERS WEB PAGE ADS	
Daycare	 <p>Health Info for Daycares Promote health at your Louisiana daycare. Finding resources to share is a breeze.</p>	 <p>Health Info for Daycares Be the healthiest daycare center around. Finding health resources is a breeze at PartnersforFamilyHealth.org.</p>

Appendix C | *PartnersForFamilyHealth.org Campaign*

Support Table 5C: Static Ads Categorized by Landing Page *continued*

Theme	WELCOME PARTNER WEB PAGE ADS CONTINUED	
Clergy	 <p>Health Ministry Resources Promote family well-being in your place of worship. Finding information and resources is a breeze!</p>	 <p>Health Ministry Resources Clergy can help create healthier Louisiana families. Finding information and resources is a breeze!</p>
WELCOME MEN, WOMEN, & TEENS WEB PAGE ADS		
Preconception /RHP	 <p>Sexual Health Resources Getting information on birth control, STDs and family planning in Louisiana is a breeze.</p>	 <p>Men's Health Resources Men! Find STD testing and treatment and more. It's a breeze!</p>
WELCOME DADS WEB PAGE ADS		
Early Family- New Dads	 <p>Help for New Dads New dads, help your family with financial and health resources. It's a breeze!</p>	

Appendix C | *PartnersForFamilyHealth.org Campaign*

Support Table 5C: Static Ads Categorized by Landing Page *continued*

Theme	PARENTS AND FAMILY LANDING PAGE ADS	
Early Family-Pregnancy related	 <p>Have a Healthy Pregnancy Baby on the way? It's a breeze to find trustworthy, helpful information and services for moms-to-be.</p>	 <p>1-Stop for Family Health It's a breeze to find high quality health information and services for Louisiana families- with just a few clicks.</p>
Family Development	 <p>Healthy Connections Local health services and more for your family at your fingertips. It's a breeze!</p>	 <p>Louisiana Health Info Your one stop shop for health information and health referrals for Louisiana families.</p>
	 <p>Your Child's Health Child development tips, tools and Louisiana services all in one place online. It's a breeze!</p>	<p>THEME: Get Connected</p>  <p>1-Stop for Family Health It's a breeze to find high quality health information and services for Louisiana families- with just a few clicks.</p>

Appendix C | *PartnersForFamilyHealth.org Campaign*
















Support Table 6C: Animated Ad Set 1

Below are the first set of animated ads. Ads one and three target providers, ad two targets community partners, and ads four and five targeted families. See a description of the animation below.

Frame 1: Pinwheel spins and stops, text appears.

Frame 2: Text from frame 1 fades and 2nd text box appears

Frame 3: Text & image from frame 2 disappears. Pinwheel moves to center, moves to the left and the image to the right appears. Leads to PartnersForFamilyHealth.org

	Frame 1	Frame 2	Frame 3
Ad 1			
Ad 2			
Ad 3			
Ad 4			
Ad 5			

Appendix C | *PartnersForFamilyHealth.org Campaign*

Support Table 7C: Animated Ad Set 2

Below are the second set of animated ads. Ads one and three target community partners; ad two targets families, particularly men; and ads four and five targeted providers. See a description of the animation below.

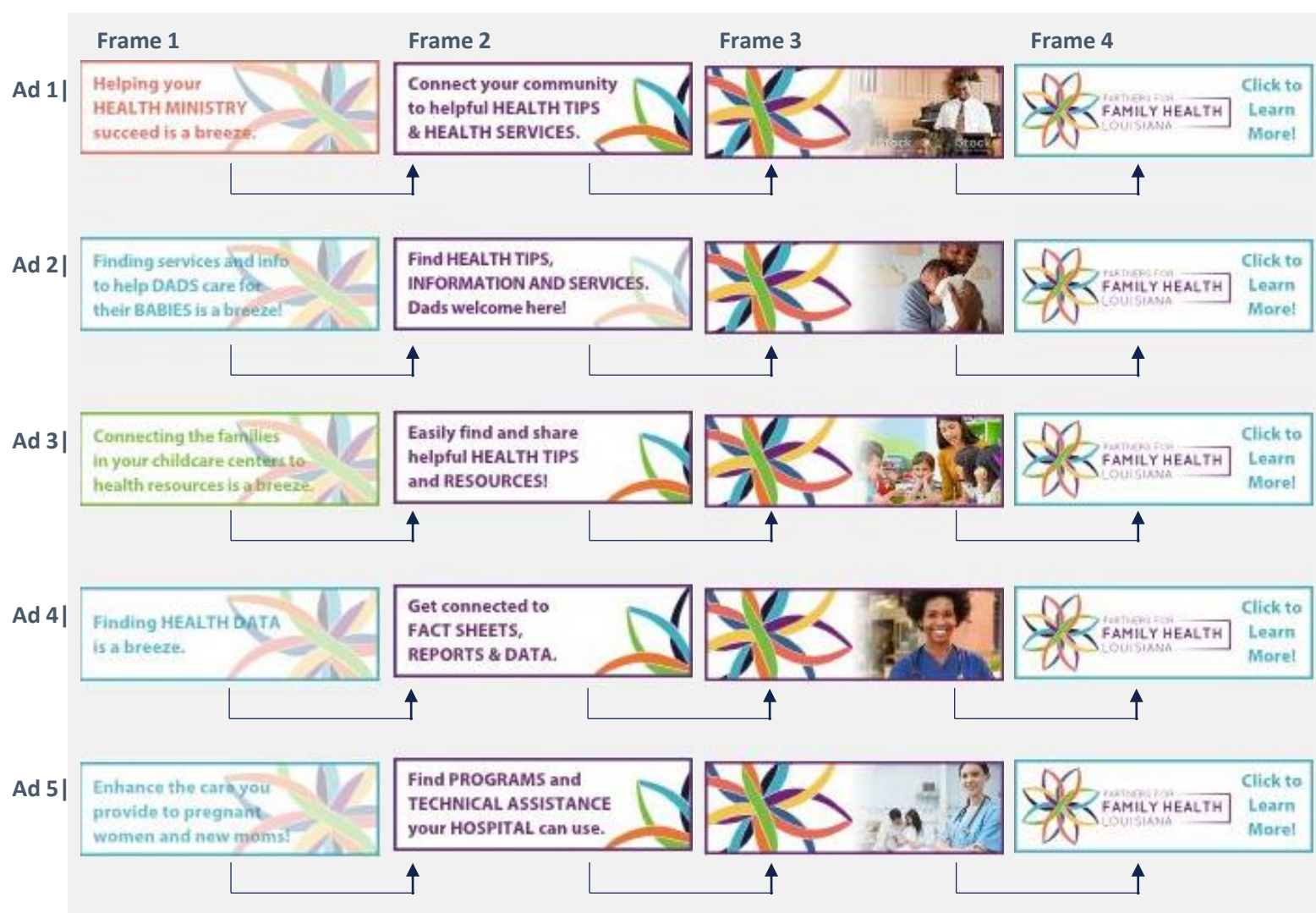
Frame 1: Text appears & fades out while pinwheel is spinning.

Frame 2: Text appears, pinwheel grows larger & moves to the left (over the text).

Frame 3: Pinwheel spins and stops, image appears.

Frame 4: Pinwheel spins and gets smaller, image fades out, and text appears.

To view the animated ads, visit: <https://partnersforfamilyhealth.org/animated-ads/>



Appendix C | *PartnersForFamilyHealth.org Campaign*

Support Document 8C: Scripts for Radio/Pandora Ad Set

Below are the scripts for the four radio/Pandora ads. Ad one targets men and women and highlights reproductive health services. Ad two targets new moms, and ads three and four targets families. All three ads (ads two – four) highlights the many services that can be found on the PFH website.

AD 1

Figuring out birth control is overwhelming. There are so many choices and I didn't think I could afford many of them. Partners for Family Health connected me to the Reproductive Health Program. They have clinics all over the state. The website even helped me find the closest clinic. I met with a provider who helped me choose the right birth control for me, and make a plan to take better care of myself. Check out partners for family health dot org. It's a breeze.

Announcer: Brought to you by the Louisiana Department of Health

AD 2

I know that being a new mom can be hard, and that's why I want to help other mothers any way I can. Partners for family health dot org helped me find a great doctor, breastfeeding support, and I even qualified for a program that paired me with a nurse or parent educator to help me through my pregnancy and after my baby was born. You can get connected too! Visit partners for family health dot org. It's a breeze.

Announcer: Brought to you by the Louisiana Department of Health

AD 3

There is so much health information online. And, it's not easy finding services you need, or information you can trust. Thankfully, there's Partners for Family Health dot org. Their goal is to help you find health info for you and your family. They link you to what you need, where you need it, even when you don't think you can afford it. Visit partners for family health dot org. It's a breeze.

Announcer: Brought to you by the Louisiana Department of Health

AD 4

With two kids and a baby on the way, there's a lot to juggle. That's why I'm so glad I found partners for family health dot org! The website is so easy to use and it links me to high quality, affordable health services for my family that I can trust. I want other moms to know about it, too! Find what you need at partners for family health dot org.

Announcer: Brought to you by the Louisiana Department of Health

Appendix C | GiveYourBabySpace.org Campaign

Support Tables 9C - 10C: Campaign #1 & #2 Analytics

The tables below show the analytics of the 2019 data of the first campaign (January 1 – February 28, 2019) and the data analytics of the second campaign (April 1 – October 31, 2019).

Campaign #1 Facebook Analytics January 1 – February 28, 2019

Campaign #1 2019 (January 1 – February 28, 2019) Analytics									
	LINK CLICKS	UNIQUE LINK CLICKS	REACH	IMPRESSIONS	REACTIONS	COMMENTS	SHARES	FEMALE	MALE
Video	2,968	2,523	122,137	329,334	188	14	131	69%	31%
Ad #3	1,936	1,825	121,496	272,238	129	13	118	89%	11%
Ad #4	919	858	95,443	192,854	138	2	8	56%	44%
Ad #2	608	576	79,878	153,829	106	1	5	51%	49%
Ad #5	404	379	53,787	111,467	82	–	1	48%	52%
Ad #1	253	243	41,929	64,197	35	–	2	53%	46%
TOTAL	7,088	6,148	346,144	1,123,919	678	30	265		

Campaign #2 Facebook Analytics April 1 – October 31, 2019)

Campaign #2 (April 1 – October 31, 2019) Analytics									
	LINK CLICKS	UNIQUE LINK CLICKS	REACH	IMPRESSIONS	REACTIONS	COMMENTS	SHARES	FEMALE	MALE
Video	5,621	4,926	246,261	897,368	463	34	236	63%	37%
Ad #3	3,658	3,296	198,645	626,157	224	42	216	84%	16%
Ad #4	1,465	1,375	129,402	342,243	70	9	18	70%	30%
Ad #2	573	532	63,343	152,249	52	1	4	56%	44%
Ad #5	564	536	59,010	128,510	49	1	5	61%	39%
Ad #1	486	469	57,760	121,202	11	2	2	66%	34%
TOTAL	12,367	10,340	490,989	2,267,729	869	89	481		

Appendix C | GiveYourBabySpace.org Campaign

Support Tables 11C: Overall Campaign Results

The tables below shows the analytics of how well both campaigns did overall.

Facebook Analytics October 1, 2018 – October 31, 2019

Overall Campaign Analytics (October 1, 2018 – October 31, 2019)									
	LINK CLICKS	UNIQUE LINK CLICKS	REACH	IMPRESSIONS	REACTIONS	COMMENTS	SHARES	FEMALE	MALE
Video	14,780	12,212	463,580	1,830,453	1,027	78	622	69%	31%
Ad #3	9,554	8,456	348,457	1,271,510	667	92	627	89%	11%
Ad #4	2,904	2,710	241,705	617,973	268	11	38	65%	35%
Ad #2	1,518	1,432	165,618	365,795	182	2	9	51%	49%
Ad #5	1,116	1,056	122,843	268,741	152	1	7	54%	46%
Ad #1	927	872	111,641	215,081	57	2	4	58%	42%
TOTAL	30,801	24,952	879,550	4,569,553	2,353	186	1,307	73%	27%

The “Father Video” and “Safe Sleep Ad #3” accounted for:

- 79% of the Link Clicks
- 83% of the Unique Link Clicks
- 72% of the Reactions
- 91% of the Comments
- 96% of the Shares

A breakdown of gender demographics by age groups produced the following percentages:

Female	Age Group	Male
4%	16 – 17 years old	4%
10%	18 – 24 years old	5%
20%	25 – 34 years old	7%
13%	35 – 44 years old	5%
22%	45 – 54 years old	5%
4%	55 years old	1%

Appendix D | Audience Engagement Survey

Support Document 1D: Audience Engagement Survey

Partners for Family Health Engagement Survey

We're rebranding and we want to know what you'd like to see from us! Please fill out this short survey to help us best meet your needs on our social media channels!

* Required

1. What kind of posts would you like to see? * (select all that apply)

- Continuing education or professional development opportunities
- Shareable resources for patients, families, and parents
- Awareness around medical causes or conditions
- Events happening across Louisiana such as health fairs, conferences, or family-centered activities
- Latest news in maternal-child health research and findings
- Lifestyle and work-life balance tips
- Other:

2. If you selected "other", tell us more!

3. What is your profession? *

4. Where in Louisiana are you located (city name or region)? *

5. Who is your favorite healthcare-related personality/influencer, account, or organization to follow on social media (besides us)? *

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